

(A)

(19) 日本国特許庁 (J P)

(12) 公開特許公報 (A)

(11) 特許出願公開番号

特開2001-282796

(P2001-282796A)

(43) 公開日 平成13年10月12日 (2001. 10. 12)

(51) Int.Cl. ⁷	識別記号	F I	テ-マ-コ-ト [*] (参考)
G 0 6 F 17/30	1 1 0	G 0 6 F 17/30	1 1 0 G
	2 2 0		2 2 0 Z
	3 4 0		3 4 0 A
17/60	Z E C	17/60	Z E C
	1 2 4		1 2 4

審査請求 未請求 請求項の数86 O L (全 44 頁) 最終頁に続く

(21) 出願番号	特願2001-20268 (P2001-20268)	(71) 出願人	000005821 松下電器産業株式会社 大阪府門真市大字門真1006番地
(22) 出願日	平成13年1月29日 (2001. 1. 29)	(72) 発明者	佐々木 理 大阪府門真市大字門真1006番地 松下電器 産業株式会社内
(31) 優先権主張番号	特願2000-20628 (P2000-20628)	(72) 発明者	中西 良明 大阪府門真市大字門真1006番地 松下電器 産業株式会社内
(32) 優先日	平成12年1月28日 (2000. 1. 28)	(74) 代理人	100105647 弁理士 小栗 昌平 (外4名)
(33) 優先権主張国	日本 (J P)		

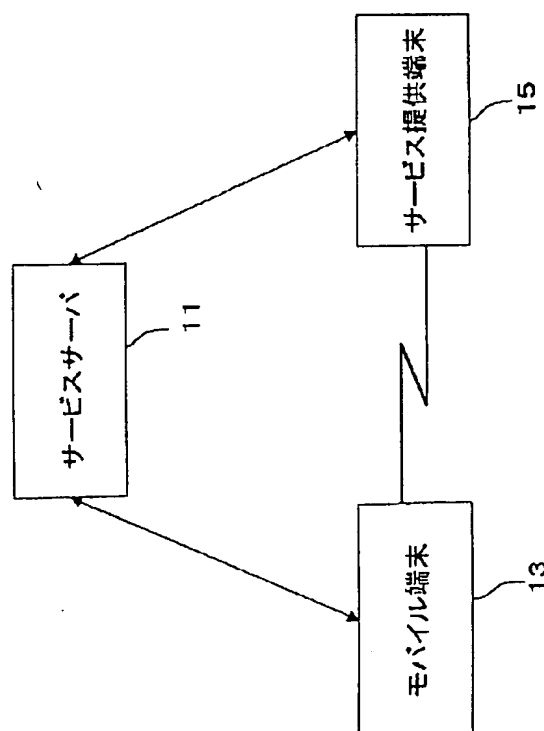
最終頁に続く

(54) 【発明の名称】 サービス提供システム、サービス提供方法および記録媒体

(57) 【要約】

【課題】 通信ネットワークに接続された持ち運び可能な移動端末を用いて、消費者にとっては利便性が高く、またサービス事業者にとっては消費者の購買意欲を高め、効率的な販売促進活動が可能なサービス提供システム、サービス提供方法および記録媒体を提供すること。

【解決手段】 各々が通信ネットワークに接続可能な、モバイル端末13とサービス提供端末15とサービスサーバ11とから構成され、モバイル端末13とサービス提供端末15との間の取引は無線通信手段によって行い、取引によって生じた情報をサービスサーバ11が保管し、モバイル端末13は通信ネットワークを介して前記情報を閲覧可能である。



PATENT ABSTRACTS OF JAPAN

(11)Publication number : 2001-282796

(43)Date of publication of application : 12.10.2001

(51)Int.Cl.

G06F 17/30
G06F 17/60
G07G 1/12
G07G 1/14

(21)Application number : 2001-020268

(71)Applicant : MATSUSHITA ELECTRIC IND CO LTD

(22)Date of filing : 29.01.2001

(72)Inventor : SASAKI OSAMU
NAKANISHI YOSHIKI
TAKAYAMA HISASHI
ANDO ATSUSHI
KAWAGUCHI KYOKO

(30)Priority

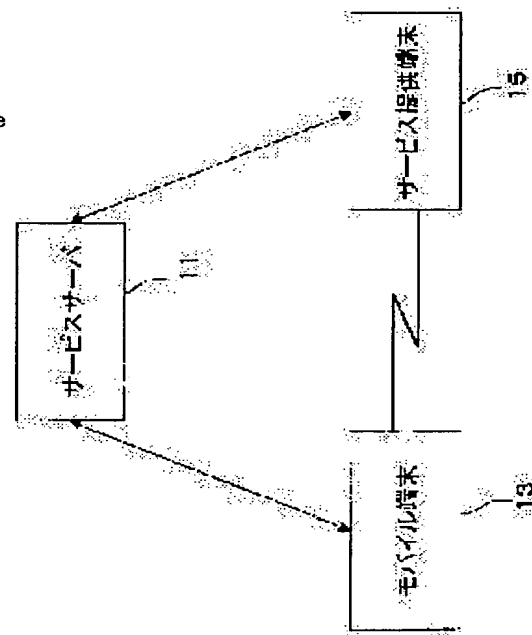
Priority number : 2000020628 Priority date : 28.01.2000 Priority country : JP

(54) SYSTEM AND METHOD FOR PROVIDING SERVICE, AND RECORDING MEDIUM

(57)Abstract:

PROBLEM TO BE SOLVED: To provide a system and a method for providing service and a recording medium, by which convenience can be improved for customer and efficient sales promotion activity can be performed by enhancing the will to purchase of the customer for a service provider while using a portable mobile terminal connected to a communication network.

SOLUTION: This system is composed of a mobile terminal 13, a service providing terminal 15 and a service server 11 respectively connectable to the communication network, a transaction between the mobile terminal 13 and the service providing terminal 15 is performed by a radio communication means, information generated by the transaction is preserved by the service server 11 and the mobile terminal 13 can browse the information through the communication network.



LEGAL STATUS

[Date of request for examination]

[Date of sending the examiner's decision of rejection]

[Kind of final disposal of application other than the examiner's decision of rejection or application converted registration]

[Date of final disposal for application]

[Patent number]

[Date of registration]

[Number of appeal against examiner's decision of rejection]

[Date of requesting appeal against examiner's decision of rejection]

[Date of extinction of right]

CLAIMS

[Claim(s)]

[Claim 1] It can connect with a communication network and can connect with the mobile terminal which is a migration terminal which can be carried in a communication network. Are connectable with the service provision terminal which offers service in a communication network. The service server which manages the service offered with said service provision terminal, It is the service provision system constituted. the database managed by said service server — since — said mobile terminal and said service provision terminal It has a short-distance radiocommunication means for communicating without minding each other and a communication network. Said service provision terminal receives data with a short-distance radiocommunication means from said mobile terminal. Said service provision terminal The received data from said mobile terminal, The newly created data for service provisions are transmitted to said service server. The service provision system characterized by the ability of said mobile terminal to peruse the data which said service server registered into said database the data received from said service provision terminal, and were registered into said database through a communication network.

[Claim 2] The service provision system according to claim 1 characterized by equipping said mobile terminal and said service provision terminal with a means by which the data recorded on the dismountable memory device can be written, and performing transmission and reception of the data between said mobile terminals and said service provision terminals using said dismountable memory device.

[Claim 3] The data which said service server registered into said database are a service provision system according to claim 1 characterized by what is displayed by the page information described in the hypertext format at the time of the access from said mobile terminal.

[Claim 4] The data transmitted to said service provision terminal from said mobile terminal are a service provision system according to claim 1 characterized by being access information for said mobile terminal enjoying the service which said service server manages and said service provision terminal offers.

[Claim 5] The service provision terminal characterized by having a means to receive and memorize data from a mobile terminal, a means to create the data for service provisions, and a means to transmit the data received from said mobile terminal, and said data for service provisions to a service server.

[Claim 6] The service server characterized by having a means to receive and memorize data from a service provision terminal, a means to register the data from said service provision terminal into a database, and a means to change into the page information of a hypertext format the data registered into said database.

[Claim 7] The step a service provision terminal receives and remembers the data which the mobile terminal transmitted to be, The step to which said service provision terminal creates the data for service provisions, The step at which said service provision terminal transmits the data received from said mobile terminal, and said data for service provisions to a service server, The service provision approach characterized by having the step said service server receives and remembers the data which said service provision terminal transmitted to be, and the step to which said service server registers the received data into a database.

[Claim 8] The service with which is managed by said service server and said mobile terminal is provided with said service provision terminal The data which are point service using a member card and are transmitted to said service provision terminal from said mobile terminal The data which are member identification information and are transmitted to said service server from said service provision terminal Said member identification information, It is purchasing information and the point information determined according to dealings, said service server registers with said database, and said mobile terminal minds a communication network. To the data which can be perused The service provision system according to claim 1 characterized by including said purchasing information and said point information.

[Claim 9] It is the service provision system according to claim 8 which said purchasing information which said service server registered into said database, and said point information are displayed as page information described in the hypertext format at the time of the access from said mobile terminal, and is characterized by said page information being the thing of a proper at each member.

[Claim 10] A customer information analysis means by which said service server analyzes each member's taste from said purchasing information registered into said database, A means to create the page information of the hypertext format which indicated said purchasing information registered into said database, and said point information, An information management means to distribute various information to the page information described in said hypertext format, It has the information information for distributing the information doubled with the page information described in said hypertext format at each member's taste based on the analysis result of said customer information analysis means. The service provision system according to claim 9 characterized by distributing the information doubled with each member's taste to the page information described in said hypertext format.

[Claim 11] The service provision terminal characterized by having a means to receive and memorize member identification information from a mobile terminal, a means to create purchasing information and point information, and a means to transmit the member identification information which received from said mobile terminal, said purchasing information, and said point information to a service server.

[Claim 12] A means to receive and memorize member identification information, purchasing information, and point information from a service provision terminal, A means to register the received data from said service provision terminal into a database, A customer information analysis means to analyze each member's taste from said purchasing information registered into said database, A means to create the page information of the hypertext format which indicated said purchasing information registered into said database, and said point information, The service server characterized by having the information information for distributing the information doubled with each member's taste to the page information which equipped the page information described in said hypertext format with an information management means to distribute various information, and was described in said hypertext format.

[Claim 13] The mobile terminal characterized by having a means to peruse the page information of the hypertext format which

indicated the purchasing information and point information which the service server created to be a means to transmit member identification information to a service provision terminal through a communication network.

[Claim 14] The step a service provision terminal receives and remembers the member identification information which the mobile terminal transmitted to be, The step to which said service provision terminal creates purchasing information and point information, The step at which said service provision terminal transmits the member identification information which received from said mobile terminal, said purchasing information, and said point information to a service server, The service provision approach characterized by having the step said service server receives and remembers the data which said service provision terminal transmitted to be, and the step to which said service server registers the received data into a database.

[Claim 15] It can connect with a communication network and can connect with the mobile terminal which is a migration terminal which can be carried in a communication network. Are connectable with the service provision terminal which offers service in a communication network. The service server which manages the service offered with said service provision terminal, It is the service provision system constituted. the database managed by said service server — since — said mobile terminal and said service provision terminal It has a short-distance radiocommunication means for communicating without minding each other and a communication network. Said service provision terminal receives data with a short-distance radiocommunication means from said mobile terminal. Said service provision terminal updates the received data from said mobile terminal, and it transmits to said mobile terminal. Said service provision terminal Some received data from said mobile terminal The newly created data for service provisions are transmitted to said service server. The service provision system characterized by said service server transmitting the data which said service server registered into said database the data received from said service provision terminal, and were registered into said database to said mobile terminal through a communication network.

[Claim 16] The service provision system according to claim 15 characterized by equipping said mobile terminal and said service provision terminal with a means by which the data recorded on the dismountable memory device can be written, and performing transmission and reception of the data between said mobile terminals and said service provision terminals using said dismountable memory device.

[Claim 17] The data transmitted to said service provision terminal from said mobile terminal are a service provision system according to claim 15 characterized by being access information for said mobile terminal enjoying the service which said service server manages and said service provision terminal offers.

[Claim 18] The service provision terminal characterized by having a means to receive and memorize data from a mobile terminal, a means to update the received data from said mobile terminal, a means to transmit said updated data to said mobile terminal, a means to create the data for service provisions, and some received data from said mobile terminal and a means to transmit said data for service provisions to a service server.

[Claim 19] The service server characterized by having a means to receive and memorize data from a service provision terminal, a means to register the received data from said service provision terminal into a database, and a means to transmit the data registered into said database to a mobile terminal through a communication network.

[Claim 20] The step a service provision terminal receives and remembers the data which the mobile terminal transmitted to be, The step to which said service provision terminal creates the data for service provisions, The step which said service provision terminal updates the received data from said mobile terminal, and transmits to said mobile terminal, The step at which said service provision terminal transmits the part and said data for service provisions of received data from said mobile terminal to a service server, The step said service server receives and remembers the data which said service provision terminal transmitted to be, The service provision approach characterized by having the step to which said service server registers the received data into a database, and the step at which said service server transmits the data registered into said database to said mobile terminal.

[Claim 21] The service with which is managed by said service server and said mobile terminal is provided with said service provision terminal The data which are point service using a member card and are transmitted to said service provision terminal from said mobile terminal The data which it is member identification information, and the data transmitted to said mobile terminal from said service provision terminal are the updated member identification information, and are transmitted to said service server from said service provision terminal Said member identification information, To the data which are purchasing information and the point information determined according to dealings, and said service server registers into said database, and transmits to said mobile terminal through a communication network The service provision system according to claim 15 characterized by including said purchasing information and said point information.

[Claim 22] The information which said purchasing information which said service server registered into said database, and said point information were indicated by the electronic mail at the time of transmission to said mobile terminal, and was indicated by said electronic mail is a service provision system according to claim 21 characterized by being the thing of a proper at each member.

[Claim 23] A customer information analysis means by which said service server analyzes each member's taste from said purchasing information registered into said database, A means to create the electronic mail which indicated said purchasing information registered into said database, and said point information, It has the information information for distributing an information management means to distribute various information to said electronic mail, and the information doubled with each member's taste at said electronic mail based on the analysis result of said customer information analysis means. The service provision system according to claim 22 characterized by distributing the information doubled with each member's taste at said electronic mail based on the analysis result of said customer information analysis means.

[Claim 24] The service provision terminal characterized by to have a means receive and memorize member identification information from a mobile terminal, a means create purchasing information and point information, a means update said member identification information which received from said mobile terminal, a means transmit said member identification information which updated to said mobile terminal, and a means transmit the part, said purchasing information, and said point information on said member identification information which received from said mobile terminal to an account service server.

[Claim 25] A means to receive and memorize member identification information, purchasing information, and point information from a service provision terminal, A means to register the received data from said service provision terminal into a database, A customer information analysis means to analyze each member's taste from said purchasing information registered into said

database, A means to create the electronic mail which indicated said purchasing information registered into said database, and said point information, The service server which equips said electronic mail with an information management means to distribute various information, and is characterized by having the information information for distributing the information doubled with each member's taste at said electronic mail.

[Claim 26] The mobile terminal characterized by having a means to transmit member identification information to a service provision terminal, a means to receive and memorize the member identification information updated from said service provision terminal, and a means to receive and memorize the electronic mail which indicated purchasing information and point information from a service server.

[Claim 27] The step a service provision terminal receives and remembers the member identification information which the mobile terminal transmitted to be, The step to which said service provision terminal creates purchasing information and point information, The step which said service provision terminal updates said member identification information, and transmits to said mobile terminal, The step at which said service provision terminal transmits the member identification information which received from said mobile terminal, said purchasing information, and said point information to a service server, The step said service server receives and remembers the data which said service provision terminal transmitted to be, The service provision approach characterized by having the step to which said service server registers the received data into a database, and the step at which said service server transmits the data registered into said database to said mobile terminal.

[Claim 28] The service provision system according to claim 15 characterized by the data transmitted to said mobile terminal from said service provision terminal being some newly created data for service provisions.

[Claim 29] The service provision terminal characterized by having a means to receive and memorize data from a mobile terminal, a means to create the data for service provisions, a means to transmit said some of data for service provisions to said mobile terminal, and a means to transmit the data received from said mobile terminal, and said data for service provisions to a service server.

[Claim 30] The mobile terminal characterized by having a means to transmit data to a service provision terminal, a means to receive some data for service provisions from said service provision terminal, and a means to update the data transmitted to said service provision terminal.

[Claim 31] The step a service provision terminal receives and remembers the data which the mobile terminal transmitted to be, The step to which said service provision terminal creates the data for service provisions, The step at which said service provision terminal transmits said some of data for service provisions to said mobile terminal, The step at which said service provision terminal transmits the part and said data for service provisions of received data from said mobile terminal to a service server, The step said service server receives and remembers the data which said service provision terminal transmitted to be, The service provision approach characterized by having the step to which said service server registers the received data into a database, and the step at which said service server transmits the data registered into said database to said mobile terminal.

[Claim 32] The service provision system according to claim 21 by which the data transmitted to said mobile terminal from said service provision terminal are characterized by being the point information determined according to dealings.

[Claim 33] The service provision terminal characterized by having a means to receive and memorize member identification information from a mobile terminal, a means to create purchasing information and point information, a means to transmit said point information to said mobile terminal, and a means to transmit said member identification information which received from said mobile terminal, said purchasing information, and said point information to said service server.

[Claim 34] The mobile terminal characterized by having a means to transmit member identification information to a service provision terminal, a means to receive and memorize point information from said service provision terminal, a means to update said member identification information, and a means to receive and memorize an electronic mail from a service server.

[Claim 35] The step a service provision terminal receives and remembers the member identification information which the mobile terminal transmitted to be, The step to which said service provision terminal creates purchasing information and point information, The step at which said service provision terminal transmits said point information to said mobile terminal, Said member identification information which said service provision terminal received from said mobile terminal, and said purchasing information, The step which transmits said point information to a service server, and the step said service server receives and remembers the data which said service provision terminal transmitted to be, The service provision approach characterized by having the step to which said service server registers the received data into a database, and the step at which said service server transmits the data registered into said database to said mobile terminal.

[Claim 36] The service provision system according to claim 1 by which said mobile terminal receives data through a communication network from said service server, and said mobile terminal is characterized by transmitting said received data to said service provision terminal.

[Claim 37] The step a mobile terminal receives and remembers data to be from a service server, The step at which said mobile terminal transmits the received data from said service server to a service provision terminal, The step said service provision terminal receives and remembers the data which said mobile terminal transmitted to be, The step to which said service provision terminal creates the data for service provisions, The step at which said service provision terminal transmits the data received from said mobile terminal, and said data for service provisions to a service server, The service provision approach characterized by having the step said service server receives and remembers the data which said service provision terminal transmitted to be, and the step to which said service server registers the received data into a database.

[Claim 38] The service with which is managed by said service server and said mobile terminal is provided with said service provision terminal Are the coupon discount service using a coupon and said mobile terminal receives from said service server. The data which the data transmitted to said service provision terminal are coupon information, and are transmitted to said service server from said service provision terminal Said coupon information, The service provision system according to claim 36 by which it is purchasing information, and said service server registers with said database, and said mobile terminal is characterized by including said purchasing information in the data which can be perused through a communication network.

[Claim 39] It is the service provision system according to claim 38 which said purchasing information which said service server registered into said database is displayed as page information described in the hypertext format at the time of the access from said mobile terminal, and is characterized by said page information being the thing of a proper at each member.

[Claim 40] A customer information analysis means by which said service server analyzes each member's taste from said purchasing information registered into said database. A means to create the page information of the hypertext format which indicated said purchasing information registered into said database. An information management means to distribute various information to the page information described in said hypertext format. An electronic coupon issuance means to publish coupon information, and a coupon distribution means to distribute the coupon information published by said electronic coupon issuance means to the page information described in said hypertext format. The distribution time of said coupon information, a distribution place, activity time, and a coupon information management means to manage an activity place. It has the information information for distributing the coupon information and information which were doubled with the page information described in the preparation and said hypertext format at each member's taste based on the analysis result of said customer information analysis means. The service provision system according to claim 39 characterized by distributing the coupon information doubled with each member's taste, and information to the page information described in said hypertext format.

[Claim 41] The service provision terminal characterized by having a means to receive and memorize coupon information from a mobile terminal, a means to create purchasing information, and a means to transmit said coupon information received from said mobile terminal, and said purchasing information to a service server.

[Claim 42] A means to receive and memorize coupon information and purchasing information from a service provision terminal, A means to register the received data from said service provision terminal into a database. A customer information analysis means to analyze each member's taste from said purchasing information registered into said database. A means to create the page information of the hypertext format which indicated said purchasing information registered into said database. An electronic coupon issuance means to publish coupon information, and a coupon distribution means to distribute the coupon information published by said electronic coupon issuance means to the page information described in said hypertext format. The distribution time of coupon information, a distribution place, activity time, and a coupon information management means to manage an activity place. An information management means to distribute various information to the page information described in said hypertext format. The service server characterized by having the information information for distributing the information and coupon information which were doubled with each member's taste to the page information described in the preparation and said hypertext format.

[Claim 43] The mobile terminal characterized by having a means to receive coupon information from a service server, a means to transmit coupon information to a service provision terminal, and a means to peruse the page information of the hypertext format which indicated purchasing information which said service server created through a communication network.

[Claim 44] The step a mobile terminal receives and remembers coupon information to be from a service server. The step a service provision terminal receives and remembers said coupon information which said mobile information transmitted to be. The step to which said service provision terminal creates purchasing information, and the step at which said service provision terminal transmits said coupon information and said purchasing information to said service server. The service provision approach characterized by having the step said service server receives and remembers the data which said service provision terminal transmitted to be, and the step to which said service server registers the received data into a database.

[Claim 45] The service provision system according to claim 15 by which said mobile terminal is characterized by receiving data through a communication network from said service server, for said mobile terminal transmitting said received data to said service provision terminal, and said service provision terminal transmitting the received data from said mobile terminal, and the newly created data for service provisions to said service server.

[Claim 46] The service server characterized by having a means to transmit data to said mobile terminal, a means to receive and memorize data from a service provision terminal, a means to register the data from said service provision terminal into a database, and a means to transmit the data registered into said database to said mobile terminal through a communication network, according to the demand from a mobile terminal.

[Claim 47] The step a service provision terminal receives and remembers the data which the mobile terminal transmitted to be. The step to which said service provision terminal creates the data for service provisions. The step which said service provision terminal updates the received data from said mobile terminal, and transmits to said mobile terminal. Some data which said service provision terminal received from said mobile terminal, and the step which transmits said data for service provisions to a service server. The step said service server receives and remembers the data which said service provision terminal transmitted to be. The service provision approach characterized by having the step to which said service server registers the received data into said database, and the step at which said service server transmits the data registered into said database to said mobile terminal.

[Claim 48] The service with which is managed by said service server and said mobile terminal is provided with said service provision terminal. Are the coupon discount service using a coupon and said mobile terminal receives from said service server. The data which the data transmitted to said service provision terminal are coupon information, and are transmitted to said service server from said service provision terminal. Said coupon information. The service provision system according to claim 45 which is purchasing information and is characterized by including said purchasing information in the data which said service server registers into said database, and transmits to said mobile terminal through a communication network.

[Claim 49] The information which said purchasing information which said service server registered into said database was indicated by the electronic mail at the time of transmission to said mobile terminal, and was indicated by said electronic mail is a service provision system according to claim 48 characterized by being the thing of a proper at each member.

[Claim 50] A customer information analysis means by which said service server analyzes each member's taste from said purchasing information registered into said database. A means to create the electronic mail which indicated said purchasing information registered into said database. An information management means to distribute various information to said electronic mail, and an electronic coupon issuance means to perform issuance of coupon information. A coupon distribution means to distribute the coupon information published by said electronic coupon issuance means to said electronic mail. The distribution time of said coupon information, a distribution place, activity time, and a coupon information management means to manage an activity place. It has the information information for distributing the coupon information and information which were doubled with each member's taste at the preparation and said electronic mail based on the analysis result of said customer information analysis means. The service provision system according to claim 49 characterized by distributing the coupon information doubled

with each member's taste, and information to said electronic mail.

[Claim 51] A means receive and memorize coupon information upon information from a mobile terminal, a means create purchasing information, and the coupon information that received from said mobile terminal are the service provision terminal characterized by to have an electronic coupon issuance means publish another coupon information, a means transmit said another coupon information to said mobile terminal, and a means transmit the coupon information received from said mobile terminal, and said purchasing information to a service server.

[Claim 52] A means to receive and memorize coupon information and purchasing information from a service provision terminal, A means to register the received data from said service provision terminal into a database, A customer information analysis means to analyze each member's taste from said purchasing information registered into said database, A means to create the electronic mail which indicated said purchasing information registered into said database, An electronic coupon issuance means to publish coupon information, and a coupon distribution means to distribute the coupon information published by said electronic coupon issuance means to said electronic mail, The distribution time of said coupon information, a distribution place, activity time, and a coupon information management means to manage an activity place, The service server which equips said electronic mail with an information management means to distribute various information, and is characterized by having the information information for distributing the information and coupon information which were doubled with each member's taste at said electronic mail.

[Claim 53] The mobile terminal characterized by having a means to receive coupon information from a service server, a means to transmit coupon information to a service provision terminal, a means to receive another coupon information from said service provision terminal, and a means to receive the electronic mail which indicated the purchasing information which said service server transmitted through a communication network.

[Claim 54] The step a mobile terminal receives and remembers coupon information to be from a service server, The step a service provision terminal receives and remembers said coupon information which said mobile information transmitted to be, The step to which said service provision terminal creates coupon information other than purchasing information, The step at which said service provision terminal transmits said another coupon information to said mobile terminal, The step at which said service provision terminal transmits said coupon information and said purchasing information to said service server, The step said service server receives and remembers the data which said service provision terminal transmitted to be, The service provision approach characterized by having the step to which said service server registers the received data into a database, and the step at which said service server transmits the data registered into said database to said mobile terminal.

[Claim 55] It can connect with a communication network and can connect with the mobile terminal which is a migration terminal which can be carried in a communication network. Are connectable with the service provision terminal which offers service in a communication network. The service server which manages the service offered with said service provision terminal, It is the service provision system constituted. the database managed by said service server — since — said mobile terminal and said service provision terminal It has a short-distance radiocommunication means for communicating without minding each other and a communication network. Said mobile terminal receives data through a communication network from said service server. The service provision system by which said service provision terminal receives said received data a short-distance radiocommunication means from said mobile terminal, and said service provision terminal is characterized by transmitting a response message to said mobile terminal with a short-distance radiocommunication means.

[Claim 56] The service provision system according to claim 55 characterized by equipping said mobile terminal and said service provision terminal with a means by which the data recorded on the dismountable memory device can be written, and performing transmission and reception of the data between said mobile terminals and said service provision terminals using said dismountable memory device.

[Claim 57] The data transmitted to said service provision terminal from said mobile terminal are a service provision system according to claim 55 characterized by being access information for said mobile terminal enjoying the service which said service server manages and said service provision terminal offers.

[Claim 58] The service provision terminal characterized by having a means to receive and memorize the data for service provisions from a mobile terminal, a means to create a response message, and a means to transmit said response message to said mobile terminal.

[Claim 59] The service server characterized by having a means to create the data for service provisions according to the demand from a mobile terminal, and a means to transmit said data for service provisions to said mobile terminal.

[Claim 60] The mobile terminal characterized by having a means to receive and memorize the data for service provisions from a service server, a means to transmit said data for service provisions to a service provision terminal, and a means to receive and memorize a response message from said service provision terminal.

[Claim 61] The step which a service server creates the data for service provisions according to the demand from a mobile terminal, and transmits to said mobile terminal, The step said mobile terminal receives and remembers said data for service provisions to be from said service server, The step a service provision terminal receives and remembers said data for service provisions which said mobile terminal transmitted to be, The service provision approach characterized by having the step to which said service provision terminal creates a response message, and the step said mobile terminal receives and remembers said response message which said service provision terminal transmitted to be.

[Claim 62] The service provision system according to claim 55 characterized by the data which it is managed by said service server, and the service with which said mobile terminal is provided with said service provision terminal is prize service using a prize ticket, and said mobile terminal receives from said service server, and are transmitted to said service provision terminal being prize ticket information.

[Claim 63] The service provision terminal characterized by to have a means to receive and memorize prize ticket information from a mobile terminal, a means to verify said prize ticket information received from said mobile terminal, a means to create a response message, a means to receive and memorize the success-in-an-election information on said prize ticket information from a service server, and a means to transmit said response message to said mobile terminal.

[Claim 64] The service server characterized by having an electronic prize ticket issuance means to publish prize ticket information according to the demand from a mobile terminal, a means to transmit said prize ticket information to said mobile terminal, a prize means to determine the propriety of success in an election of said prize ticket information, and a means to

transmit the success-in-an-election information on said prize ticket information to a service provision terminal.

[Claim 65] The mobile terminal characterized by having a means to receive and memorize said prize ticket information from a service server, a means to transmit said prize ticket information to a service provision terminal, and a means to receive and memorize a response message from said service provision terminal.

[Claim 66] The step which a service server creates prize ticket information according to the demand from a mobile terminal, and transmits to said mobile terminal, The step said mobile terminal receives and remembers said prize ticket information to be from said service server, The step a service provision terminal receives and remembers said prize ticket information which said mobile terminal transmitted to be, The step to which said service provision terminal verifies said prize ticket information, and the step to which said service provision terminal creates a response message, The service provision approach that said mobile terminal is characterized by having the step which receives and memorizes said response message which said service provision terminal transmitted.

[Claim 67] It can connect with a communication network and can connect with the mobile terminal which is a migration terminal which can be carried in a communication network. Are connectable with the service provision terminal which offers service in a communication network. The service server which manages the service offered with said service provision terminal, It is the service provision system constituted. the database managed by said service server — since — said mobile terminal and said service provision terminal It has a short-distance radiocommunication means for communicating without minding each other and a communication network. The service provision system by which said service provision terminal receives the data for service provisions from said service server, and is characterized by transmitting the newly [said service provision terminal] from said data for service provisions created data to said mobile terminal through a communication network.

[Claim 68] The service provision system according to claim 67 characterized by equipping said mobile terminal and said service provision terminal with a means by which the data recorded on the dismountable memory device can be written, and performing transmission and reception of the data between said mobile terminals and said service provision terminals using said dismountable memory device.

[Claim 69] The service provision terminal characterized by having a means to receive and memorize the data for service provisions from a service server, a means to create service data from said data for service provisions, and a means to transmit said service data to said mobile terminal.

[Claim 70] The service server characterized by having a means to create the data for service provisions according to the demand from a service provision terminal, and a means to transmit said data for service provisions to said service provision terminal.

[Claim 71] The step which a service server creates the data for service provisions according to the demand from a service provision terminal, and transmits to said service provision terminal, The step said service provision terminal receives and remembers said data for service provisions to be from said service server, The step to which said service provision terminal creates service data from said data for service provisions, The service provision approach that said service provision terminal is characterized by having the step which transmits said service data to a mobile terminal, and the step said mobile terminal receives and remembers said service data which said service provision terminal transmitted to be.

[Claim 72] The service provision system according to claim 67 by which the service with which is managed by said service server and said mobile terminal is provided with said service provision terminal is the member card issuance service which publishes member identification information, the data which said service provision terminal receives from said service server are data for member identification information issuance, and the data which said mobile terminal receives from said service provision terminal are characterized by being member identification information.

[Claim 73] The service provision terminal characterized by having a means to receive and memorize the data for member identification information issuance from a service server, a means to create member identification information from said data for member identification information issuance, and a means to transmit said member identification information to a mobile terminal.

[Claim 74] The service server characterized by having a means to create the data for member identification information issuance according to the demand from a service provision terminal, and a means to transmit said data for member identification information issuance to said service provision terminal.

[Claim 75] The step which a service server creates the data for member identification information issuance according to the demand from a service provision terminal, and transmits to said service provision terminal, The step said service provision terminal receives and remembers said data for member identification information issuance to be from said service server, The step to which said service provision terminal creates member identification information from said data for member identification information issuance, The service provision approach that said service provision terminal is characterized by having the step which transmits said member identification information to a mobile terminal, and the step said mobile terminal receives and remembers said member identification information which said service provision terminal transmitted to be.

[Claim 76] It can connect with a communication network and can connect with the mobile terminal which is a migration terminal which can be carried in a communication network. Are connectable with the service provision terminal which offers service in a communication network. The service server which manages the service offered with said service provision terminal, It is the service provision system constituted. the database managed by said service server — since — said mobile terminal and said service provision terminal It has a short-distance radiocommunication means for communicating without minding each other and a communication network. The service provision system characterized by transmitting the data which said service server received the demand message from said service provision terminal through the communication network, and said service server newly created based on said demand message to said mobile terminal.

[Claim 77] The service provision system according to claim 76 characterized by equipping said mobile terminal and said service provision terminal with a means by which the data recorded on the dismountable memory device can be written, and performing transmission and reception of the data between said mobile terminals and said service provision terminals using said dismountable memory device.

[Claim 78] The service server characterized by having a means to create service data according to the demand from a service provision terminal, and a means to transmit said service data to a mobile terminal.

[Claim 79] The service provision approach characterized by having the step which a service server creates service data

according to the demand from a service provision terminal, and transmits to a mobile terminal, and the step said mobile terminal receives and remembers said service data to be from said service server.

[Claim 80] The service provision system according to claim 76 by which the service with which is managed by said service server and said mobile terminal is provided with said service provision terminal is the member card issuance service which publishes member identification information, and the data which said mobile terminal receives from said service server are characterized by being member identification information.

[Claim 81] The service server characterized by having a means to create member identification information according to the demand from a service provision terminal, and a means to transmit said member identification information to a mobile terminal.

[Claim 82] The service provision approach characterized by having the step which a service server creates member identification information according to the demand from a service provision terminal, and transmits to a mobile terminal, and the step said mobile terminal receives and remembers said member identification information to be from said service server.

[Claim 83] The record medium which recorded the control program of the service provision terminal of a publication on claims 5, 11, 18, 24, 29, 33, 41, 51, 58, 63, 69, or 73 and in which reading [computer] is possible.

[Claim 84] The record medium which recorded the control program of the service server of a publication on claims 6, 12, 19, 25, 42, 46, 52, 59, 64, 70, 74, 78, or 81 and in which reading [computer] is possible.

[Claim 85] The record medium which recorded the control program of a mobile terminal according to claim 13, 26, 30, 34, 43, 53, 60, or 65 and in which reading [computer] is possible.

[Claim 86] The record medium in which reading [computer / which was recorded as a program for making claims 7, 14, 20, 27, 31, 35, 37, 44, 47, 54, 61, 66, 71, 75, 79, or 82 perform the service provision approach of a publication to a computer] is possible.

DETAILED DESCRIPTION

[Detailed Description of the Invention]

[0001]

[Field of the Invention] This invention relates to the record medium which recorded the program for performing a service provision system, the service provision approach, and said service provision approach for a service entrepreneur realizing point service, coupon service, etc. to a consumer.

[0002]

[Description of the Prior Art] Conventionally, in the large store, or the united retail store and mass retailer, point service which used the magnetic card for customer reservation or sales promotion has been offered. Point service is service which gives a consumer a merit by returning the point according to the purchase amount of money to each consumer, and serving discount service, premium exchange, etc. using the point.

[0003] Hereafter, the conventional point service system which used various cards, such as a magnetic card, is explained using drawing 41. In this drawing, POS terminal 392 installed in the retail dealer 391 is a terminal for performing settlement-of-accounts processing of a price. Moreover, the card reader writer 393 is a terminal for writing in reading of the information currently recorded on various cards, and information on various cards. Even if the card reader writer 393 is built in POS terminal 392, it may be connected by external. Moreover, POS terminal 392 is connected to the service entrepreneur's 394 pin center, large system 395 through the communication line 396.

[0004] When receiving offer (point are recording) of point service using a point card 397, a consumer 390 pays cash first in the retail dealer 391. In that case, a consumer 390 hands a salesclerk a point card 397, and requests offer of point service. If a salesclerk inserts a point card 397 in the card reader writer 393 and operates point are recording, the card reader writer 393 will read current are recording point information from a point card 397, and will write the new are recording point information that this acquisition point information received from POS terminal 392 was added in a point card 397. Next, POS terminal 392 prints from a printer the receipt in which the detail of a purchase price, and this acquisition point and the new are recording point information on a point card 397 were described. Finally, a salesclerk hands over a point card 397 to a consumer 390.

[0005] Moreover, when receiving offer (point activity) of point service using a point card 397, first, a consumer 390 hands a salesclerk a point card 397 in the retail dealer 391, and requests offer of point service. If a salesclerk inserts a point card 397 in the card reader writer 393 and operates a point activity, the card reader writer 393 will read current are recording point information from a point card 397, and will write the new are recording point information which deducted a pointed part used this time from this are recording point information in a point card 397. When the offer service by point activity is discount service, POS terminal 392 discounts a price according to an operating point size. Next, a consumer 390 pays cash. Next, POS terminal 392 prints from a printer the receipt in which the detail of a purchase price, and this point used and the new are recording point information on a point card 397 were described. Finally, a salesclerk hands over a point card 397 to a consumer 390.

[0006] Then, POS terminal 392 transmits a consumer's 390 purchasing information and point card information to the service entrepreneur's 394 pin center, large system 395 through a communication line 396 (398). The pin center, large system 395 which received information accumulates the are recording point information and purchasing information for every consumer, and they carry out a centralized control unitary.

[0007] Moreover, coupon service has been conventionally offered in the large store, or the united retail store and mass retailer for customer reservation or sales promotion. Coupon service is service which gives a consumer a merit by discounting a purchase price, when a discount coupon is distributed to each consumer and a consumer uses this coupon in a retail dealer.

[0008] Hereafter, the conventional coupon service system is explained using drawing 42. In this drawing, POS terminal 402 installed in the retail dealer 401 is a terminal for performing settlement-of-accounts processing of a price. Moreover, the service entrepreneur 403 has the coupon issuance machine 404. In addition, the coupon used with the conventional coupon service system concerned is a thing made of paper.

[0009] When offering coupon service, the service entrepreneur 403 publishes a coupon 405 using the coupon issuance machine 404 first. This coupon 405 is indicated by the advertisement etc., may be cut off and used, and may be published independently. Distribution to the consumer 400 of this coupon 405 may be directly sent with a newspaper inserted advertisement, direct mail, etc.

[0010] Moreover, the Internet homepage which the service entrepreneur 403 manages may be accessed from a personal computer etc., the homepage may be printed, and you may use it as a coupon 405. Moreover, the screen which accessed the Internet homepage which the service entrepreneur 403 manages from the cellular phone etc., saved the screen of the homepage, and was saved at the cellular phone may be shown in the shop, and you may use it as a coupon 405.

[0011] When using the coupon 405 with which the consumer 400 was distributed, a consumer 400 goes to the retail dealer 401 with a coupon 405, and hands a coupon 405 to a salesclerk in the case of price payment. The salesclerk who received the coupon 405 inputs into POS terminal 402 the amount of discount displayed on the coupon 405. The payment [a consumer 400] according to the payment amount of money after discount by the coupon 405 displayed on POS terminal 402. Then, the track record of the used coupon is sent to the service entrepreneur 403 from the retail dealer 401 (406).

[0012]

[Problem(s) to be Solved by the Invention] However, in the above-mentioned conventional point service system, in order for a consumer 390 to check the point accumulated in the card, the receipt with which the are recording point was indicated was carried, or there was a trouble that it was necessary to prepare the reader writer equipment of dedication. Moreover, in the above-mentioned conventional point service system, since the sales promotion approach to a consumer 390 was restricted to the time of coming to the store of a consumer 390, direct mail, etc., the service entrepreneur 394 had the trouble that sales promotion activities which raise a consumer's 390 attractiveness to consumers could not fully be performed.

[0013] Moreover, in arrangements of the distribution approach of a coupon 405 in newspaper insertion or a street, in the above-mentioned conventional coupon service system, the service entrepreneur 403 had the trouble that sales promotion activities which raise a consumer's 400 attractiveness to consumers could not fully be performed. Moreover, in the above-mentioned

conventional coupon service system, since the time and effort of printing by the consumer is required when the distribution approach of a coupon 405 accesses a homepage from a personal computer and prints it, there was a trouble in the field of convenience.

[0014] Moreover, in the above-mentioned conventional coupon service system, since the information of the user of a coupon 405 did not remain in the retail dealer 401 at all when preservation of the screen of a cellular phone was used, there was a trouble that it was difficult to acquire information, such as a consumption trend about a consumer 400. Furthermore, in the above-mentioned conventional coupon service system, since only the track record that the coupon 405 was used was told to the service entrepreneur 403, there was a trouble that it was difficult to acquire information, such as a consumption trend about a consumer 400.

[0015] It is made in view of the above-mentioned conventional trouble, and using the mobile terminal which was connected to the communication network and which can be carried, convenience is high, and raises a consumer's attractiveness to consumers for a service entrepreneur for a consumer, and this invention aims at offering the service provision system in which efficient sales promotion activities are possible, the service provision approach, and a record medium.

[0016]

[Means for Solving the Problem] In order to solve the above-mentioned technical problem, the service provision system concerning claim 1 of this invention It can connect with a communication network and can connect with the mobile terminal which is a migration terminal which can be carried in a communication network. Are connectable with the service provision terminal which offers service in a communication network. The service server which manages the service offered with said service provision terminal. It is the service provision system constituted. the database managed by said service server — since — said mobile terminal and said service provision terminal It has a short-distance radiocommunication means for communicating without minding each other and a communication network. Said service provision terminal receives data with a short-distance radiocommunication means from said mobile terminal. Said service provision terminal The received data from said mobile terminal. The newly created data for service provisions are transmitted to said service server. Said mobile terminal is equipped with ** which can be perused for the data which said service server registered into said database the data received from said service provision terminal, and were registered into said database through a communication network.

[0017] Moreover, the service provision system concerning claim 2 is equipped with a means by which the data with which said mobile terminal and said service provision terminal were recorded on the dismountable memory device can be written in a service provision system according to claim 1, and transmission and reception of the data between said mobile terminals and said service provision terminals are performed using said dismountable memory device.

[0018] Moreover, the data with which said service server registered the service provision system concerning claim 3 into said database in the service provision system according to claim 1 are displayed by the page information described in the hypertext format at the time of the access from said mobile terminal.

[0019] Moreover, the data with which the service provision system concerning claim 4 is transmitted to said service provision terminal from said mobile terminal in a service provision system according to claim 1 are access information for said mobile terminal to enjoy the service which said service server manages and said service provision terminal offers.

[0020] Moreover, the service provision terminal concerning claim 5 is equipped with a means to receive and memorize data from a mobile terminal, a means to create the data for service provisions, and a means to transmit the data received from said mobile terminal, and said data for service provisions to a service server.

[0021] Moreover, the service server concerning claim 6 is equipped with a means to receive and memorize data from a service provision terminal, a means to register the data from said service provision terminal into a database, and a means to change into the page information of a hypertext format the data registered into said database.

[0022] Moreover, the step which the service provision approach concerning claim 7 receives the data which the mobile terminal transmitted [the service provision terminal], and is memorized. The step to which said service provision terminal creates the data for service provisions. The step at which said service provision terminal transmits the data received from said mobile terminal, and said data for service provisions to a service server. It has the step said service server receives and remembers the data which said service provision terminal transmitted to be, and the step to which said service server registers the received data into a database.

[0023] Moreover, the service provision system concerning claim 8 It is managed by said service server in a service provision system according to claim 1. The service with which said mobile terminal is provided with said service provision terminal The data which are point service using a member card and are transmitted to said service provision terminal from said mobile terminal The data which are member identification information and are transmitted to said service server from said service provision terminal Said member identification information. It is purchasing information and the point information determined according to dealings, and said service server registers with said database, and said purchasing information and said point information are included for said mobile terminal in the data which can be perused through a communication network.

[0024] Moreover, said purchasing information to which said service server registered the service provision system concerning claim 9 into said database in the service provision system according to claim 8, and said point information are displayed as page information described in the hypertext format at the time of the access from said mobile terminal, and said page information is the thing of a proper at each member.

[0025] Moreover, the service provision system concerning claim 10 A customer information analysis means by which said service server analyzes each member's taste from said purchasing information registered into said database in a service provision system according to claim 9, A means to create the page information of the hypertext format which indicated said purchasing information registered into said database, and said point information. An information management means to distribute various information to the page information described in said hypertext format. It has the information information for distributing the information doubled with the page information described in said hypertext format at each member's taste based on the analysis result of said customer information analysis means. The information doubled with the page information described in said hypertext format at each member's taste is distributed.

[0026] Moreover, the service provision terminal concerning claim 11 is equipped with a means to receive and memorize member identification information from a mobile terminal, a means to create purchasing information and point information, and a means to

transmit the member identification information which received from said mobile terminal, said purchasing information, and said point information to a service server.

[0027] Moreover, a means for the service server concerning claim 12 to receive member identification information, purchasing information, and point information from a service provision terminal, and to memorize, A means to register the received data from said service provision terminal into a database, A customer information analysis means to analyze each member's taste from said purchasing information registered into said database, A means to create the page information of the hypertext format which indicated said purchasing information registered into said database, and said point information, The page information described in said hypertext format is equipped with an information management means to distribute various information, and it has the information information for distributing the information doubled with the page information described in said hypertext format at each member's taste.

[0028] Moreover, the mobile terminal concerning claim 13 is equipped with a means to peruse the page information of the hypertext format which indicated the purchasing information and point information which the service server created to be a means to transmit member identification information to a service provision terminal through a communication network.

[0029] Moreover, the service provision approach concerning claim 14 The step a service provision terminal receives and remembers the member identification information which the mobile terminal transmitted to be, The step to which said service provision terminal creates purchasing information and point information, The step at which said service provision terminal transmits the member identification information which received from said mobile terminal, said purchasing information, and said point information to a service server, It has the step said service server receives and remembers the data which said service provision terminal transmitted to be, and the step to which said service server registers the received data into a database.

[0030] Moreover, the service provision system concerning claim 15 It can connect with a communication network and can connect with the mobile terminal which is a migration terminal which can be carried in a communication network. Are connectable with the service provision terminal which offers service in a communication network. The service server which manages the service offered with said service provision terminal, It is the service provision system constituted, the database managed by said service server — since — said mobile terminal and said service provision terminal It has a short-distance radiocommunication means for communicating without minding each other and a communication network. Said service provision terminal receives data with a short-distance radiocommunication means from said mobile terminal. Said service provision terminal updates the received data from said mobile terminal, and it transmits to said mobile terminal. Said service provision terminal Some received data from said mobile terminal The newly created data for service provisions are transmitted to said service server. Said service server transmits the data which said service server registered into said database the data received from said service provision terminal, and were registered into said database to said mobile terminal through a communication network.

[0031] Moreover, the service provision system concerning claim 16 is equipped with a means by which the data with which said mobile terminal and said service provision terminal were recorded on the dismountable memory device can be written in a service provision system according to claim 15, and transmission and reception of the data between said mobile terminals and said service provision terminals are performed using said dismountable memory device.

[0032] Moreover, the data with which the service provision system concerning claim 17 is transmitted to said service provision terminal from said mobile terminal in a service provision system according to claim 15 are access information for said mobile terminal to enjoy the service which said service server manages and said service provision terminal offers.

[0033] Moreover, the service provision terminal concerning claim 18 is equipped with a means to receive and memorize data from a mobile terminal, a means to update the received data from said mobile terminal, a means to transmit said updated data to said mobile terminal, a means to create the data for service provisions, and some received data from said mobile terminal and a means to transmit said data for service provisions to a service server.

[0034] Moreover, the service server concerning claim 19 is equipped with a means to receive and memorize data from a service provision terminal, a means to register the received data from said service provision terminal into a database, and a means to transmit the data registered into said database to a mobile terminal through a communication network.

[0035] Moreover, the service provision approach concerning claim 20 The step a service provision terminal receives and remembers the data which the mobile terminal transmitted to be, The step to which said service provision terminal creates the data for service provisions, The step which said service provision terminal updates the received data from said mobile terminal, and transmits to said mobile terminal, The step at which said service provision terminal transmits the part and said data for service provisions of received data from said mobile terminal to a service server, The step said service server receives and remembers the data which said service provision terminal transmitted to be, It has the step to which said service server registers the received data into a database, and the step at which said service server transmits the data registered into said database to said mobile terminal.

[0036] Moreover, the service provision system concerning claim 21 It is managed by said service server in a service provision system according to claim 15. The service with which said mobile terminal is provided with said service provision terminal The data which are point service using a member card and are transmitted to said service provision terminal from said mobile terminal The data which it is member identification information, and the data transmitted to said mobile terminal from said service provision terminal are the updated member identification information, and are transmitted to said service server from said service provision terminal Said member identification information, It is purchasing information and the point information determined according to dealings, and said purchasing information and said point information are included in the data which said service server registers into said database, and transmits to said mobile terminal through a communication network.

[0037] Moreover, the information which said purchasing information to which said service server registered the service provision system concerning claim 22 into said database in the service provision system according to claim 21, and said point information were indicated by the electronic mail at the time of transmission to said mobile terminal, and was indicated by said electronic mail is the thing of a proper at each member.

[0038] Moreover, the service provision system concerning claim 23 A customer information analysis means by which said service server analyzes each member's taste from said purchasing information registered into said database in a service provision system according to claim 22, A means to create the electronic mail which indicated said purchasing information registered into

said database, and said point information as the information information for distributing information management means to distribute various information to said electronic mail, and the information doubled with each member's taste at said electronic mail based on the analysis result of said customer information analysis means. The information doubled with each member's taste at said electronic mail based on the analysis result of said customer information analysis means is distributed.

[0039] Moreover, the service provision terminal concerning claim 24 A means to receive and memorize member identification information from a mobile terminal, and a means to create purchasing information and point information, A means to update said member identification information which received from said mobile terminal, It has a means to transmit said updated member identification information to said mobile terminal, and a means to transmit the part, said purchasing information, and said point information on said member identification information which received from said mobile terminal to an account service server.

[0040] Moreover, a means for the service server concerning claim 25 to receive member identification information, purchasing information, and point information from a service provision terminal, and to memorize, A means to register the received data from said service provision terminal into a database, A customer information analysis means to analyze each member's taste from said purchasing information registered into said database, It has a means to create the electronic mail which indicated said purchasing information registered into said database, and said point information, and an information management means to distribute various information to said electronic mail, and has the information information for distributing the information doubled with each member's taste at said electronic mail.

[0041] Moreover, the mobile terminal concerning claim 26 is equipped with a means to transmit member identification information to a service provision terminal, a means to receive and memorize the member identification information updated from said service provision terminal, and a means to receive and memorize the electronic mail which indicated member purchasing information and point information from a service server.

[0042] Moreover, the service provision approach concerning claim 27 The step a service provision terminal receives and remembers the member identification information which the mobile terminal transmitted to be, The step to which said service provision terminal creates purchasing information and point information, The step which said service provision terminal updates said member identification information, and transmits to said mobile terminal, The step at which said service provision terminal transmits the member identification information which received from said mobile terminal, said purchasing information, and said point information to a service server, The step said service server receives and remembers the data which said service provision terminal transmitted to be, It has the step to which said service server registers the received data into a database, and the step at which said service server transmits the data registered into said database to said mobile terminal.

[0043] Moreover, the service provision systems concerning claim 28 are some data for service provisions which the data transmitted to said mobile terminal from said service provision terminal newly created in a service provision system according to claim 15.

[0044] Moreover, the service provision terminal concerning claim 29 is equipped with a means to receive and memorize data from a mobile terminal, a means to create the data for service provisions, a means to transmit said some of data for service provisions to said mobile terminal, and a means to transmit the data received from said mobile terminal, and said data for service provisions to a service server.

[0045] Moreover, the mobile terminal concerning claim 30 is equipped with a means to transmit data to a service provision terminal, a means to receive some data for service provisions from said service provision terminal, and a means to update the data transmitted to said service provision terminal.

[0046] Moreover, the service provision approach concerning claim 31 The step a service provision terminal receives and remembers the data which the mobile terminal transmitted to be, The step to which said service provision terminal creates the data for service provisions, The step at which said service provision terminal transmits said some of data for service provisions to said mobile terminal, The step at which said service provision terminal transmits the part and said data for service provisions of received data from said mobile terminal to a service server, The step said service server receives and remembers the data which said service provision terminal transmitted to be, It has the step to which said service server registers the received data into a database, and the step at which said service server transmits the data registered into said database to said mobile terminal.

[0047] Moreover, the service provision system concerning claim 32 is the point information as which the data transmitted to said mobile terminal from said service provision terminal were determined according to dealings in a service provision system according to claim 21.

[0048] Moreover, the service provision terminal concerning claim 33 is equipped with a means to receive and memorize member identification information from a mobile terminal, a means to create purchasing information and point information, a means to transmit said point information to said mobile terminal, and a means to transmit said member identification information which received from said mobile terminal, said purchasing information, and said point information to said service server.

[0049] Moreover, the mobile terminal concerning claim 34 is equipped with a means to transmit member identification information to a service provision terminal, a means to receive and memorize point information from said service provision terminal, a means to update said member identification information, and a means to receive and memorize an electronic mail from a service server.

[0050] Moreover, the service provision approach concerning claim 35 The step a service provision terminal receives and remembers the member identification information which the mobile terminal transmitted to be, The step to which said service provision terminal creates purchasing information and point information, The step at which said service provision terminal transmits said point information to said mobile terminal, Said member identification information which said service provision terminal received from said mobile terminal, and said purchasing information, The step which transmits said point information to a service server, and the step said service server receives and remembers the data which said service provision terminal transmitted to be, It has the step to which said service server registers the received data into a database, and the step at which said service server transmits the data registered into said database to said mobile terminal.

[0051] Moreover, in a service provision system according to claim 1, said mobile terminal receives data through a communication network from said service server, and, as for the service provision system concerning claim 36, said mobile terminal transmits said received data to said service provision terminal.

[0052] Moreover, the service provision approach concerning claim 37 The step a mobile terminal receives and remembers data

to be from a service server, The step at which said mobile terminal transmits the received data from said service server to a service provision terminal, The step said service provision terminal receives and remembers the data which said mobile terminal transmitted to be, The step to which said service provision terminal creates the data for service provisions, The step at which said service provision terminal transmits the data received from said mobile terminal, and said data for service provisions to a service server, It has the step said service server receives and remembers the data which said service provision terminal transmitted to be, and the step to which said service server registers the received data into a database.

[0053] Moreover, the service provision system concerning claim 38 It is managed by said service server in a service provision system according to claim 36. The service with which said mobile terminal is provided with said service provision terminal Are the coupon discount service using a coupon and said mobile terminal receives from said service server. The data which the data transmitted to said service provision terminal are coupon information, and are transmitted to said service server from said service provision terminal Said coupon information, It is purchasing information, and said service server registers with said database, and said purchasing information is included for said mobile terminal in the data which can be perused through a communication network.

[0054] Moreover, said purchasing information to which said service server registered the service provision system concerning claim 39 into said database in the service provision system according to claim 38 is displayed as page information described in the hypertext format at the time of the access from said mobile terminal, and said page information is the thing of a proper at each member.

[0055] Moreover, the service provision system concerning claim 40 A customer information analysis means by which said service server analyzes each member's taste from said purchasing information registered into said database in a service provision system according to claim 39, A means to create the page information of the hypertext format which indicated said purchasing information registered into said database, An information management means to distribute various information to the page information described in said hypertext format, An electronic coupon issuance means to publish coupon information, and a coupon distribution means to distribute the coupon information published by said electronic coupon issuance means to the page information described in said hypertext format, The distribution time of said coupon information, a distribution place, activity time, and a coupon information management means to manage an activity place, It has the information information for distributing the coupon information and information which were doubled with the page information described in the preparation and said hypertext format at each member's taste based on the analysis result of said customer information analysis means. The coupon information and information which were doubled with the page information described in said hypertext format at each member's taste are distributed.

[0056] Moreover, the service provision terminal concerning claim 41 is equipped with a means to receive and memorize coupon information from a mobile terminal, a means to create purchasing information, and a means to transmit said coupon information received from said mobile terminal, and said purchasing information to a service server.

[0057] Moreover, a means for the service server concerning claim 42 to receive coupon information and purchasing information from a service provision terminal, and to memorize, A means to register the received data from said service provision terminal into a database, A customer information analysis means to analyze each member's taste from said purchasing information registered into said database, A means to create the page information of the hypertext format which indicated said purchasing information registered into said database, An electronic coupon issuance means to publish coupon information, and a coupon distribution means to distribute the coupon information published by said electronic coupon issuance means to the page information described in said hypertext format, The distribution time of coupon information, a distribution place, activity time, and a coupon information management means to manage an activity place, The page information described in said hypertext format is equipped with an information management means to distribute various information, and it has the information information for distributing the information and coupon information which were doubled with the page information described in said hypertext format at each member's taste.

[0058] Moreover, the mobile terminal concerning claim 43 is equipped with a means to receive coupon information from a service server, a means to transmit coupon information to a service provision terminal, and a means to peruse the page information of the hypertext format which indicated purchasing information which said service server created through a communication network.

[0059] Moreover, the service provision approach concerning claim 44 The step a mobile terminal receives and remembers coupon information to be from a service server, The step a service provision terminal receives and remembers said coupon information which said mobile information transmitted to be, The step to which said service provision terminal creates purchasing information, and the step at which said service provision terminal transmits said coupon information and said purchasing information to said service server, It has the step said service server receives and remembers the data which said service provision terminal transmitted to be, and the step to which said service server registers the received data into a database.

[0060] Moreover, in a service provision system according to claim 15, said mobile terminal receives data through a communication network from said service server, and, as for the service provision system concerning claim 45, said mobile terminal transmits [said service provision terminal] the data for service provisions which transmitted to said service provision terminal and newly created said received data with the received data from said mobile terminal to said service server.

[0061] Moreover, the service server concerning claim 46 is equipped with a means to transmit data to said mobile terminal, a means to receive and memorize data from a service provision terminal, a means to register the data from said service provision terminal into a database, and a means to transmit the data registered into said database to said mobile terminal through a communication network, according to the demand from a mobile terminal.

[0062] Moreover, the service provision approach concerning claim 47 The step a service provision terminal receives and remembers the data which the mobile terminal transmitted to be, The step to which said service provision terminal creates the data for service provisions, The step which said service provision terminal updates the received data from said mobile terminal, and transmits to said mobile terminal, Some data which said service provision terminal received from said mobile terminal, and the step which transmits said data for service provisions to a service server, The step said service server receives and remembers the data which said service provision terminal transmitted to be, It has the step to which said service server

registers the received data into said database, and the step at which said service server transmits the data registered into said database to said mobile terminal.

[0063] Moreover, the service provision system concerning claim 48 It is managed by said service server in a service provision system according to claim 45. The service with which said mobile terminal is provided with said service provision terminal Are the coupon discount, service using a coupon and said mobile terminal receives from said service server. The data which the data transmitted to said service provision terminal are coupon information, and are transmitted to said service server from said service provision terminal Said coupon information, It is purchasing information and said purchasing information is included in the data which said service server registers into said database, and transmits to said mobile terminal through a communication network.

[0064] Moreover, the information which said purchasing information to which said service server registered the service provision system concerning claim 49 into said database in the service provision system according to claim 48 was indicated by the electronic mail at the time of transmission to said mobile terminal, and was indicated by said electronic mail is the thing of a proper at each member.

[0065] Moreover, the service provision system concerning claim 50 A customer information analysis means by which said service server analyzes each member's taste from said purchasing information registered into said database in a service provision system according to claim 49, A means to create the electronic mail which indicated said purchasing information registered into said database, An information management means to distribute various information to said electronic mail, and an electronic coupon issuance means to perform issuance of coupon information, A coupon distribution means to distribute the coupon information published by said electronic coupon issuance means to said electronic mail, The distribution time of said coupon information, a distribution place, activity time, and a coupon information management means to manage an activity place, Having the information information for distributing the coupon information and information which were doubled with each member's taste at the preparation and said electronic mail based on the analysis result of said customer information analysis means, the coupon information and information which were doubled with each member's taste at said electronic mail are distributed.

[0066] Moreover, the service provision terminal concerning claim 51 is equipped with an electronic coupon issuance means publish coupon information that a means receive and memorize coupon information from a mobile terminal, a means create purchasing information, and the coupon information that received from said mobile terminal are another, a means transmit said another coupon information to said mobile terminal, and a means transmit the coupon information which received from said mobile terminal, and said purchasing information to a service server.

[0067] Moreover, a means for the service server concerning claim 52 to receive coupon information and purchasing information from a service provision terminal, and to memorize, A means to register the received data from said service provision terminal into a database, A customer information analysis means to analyze each member's taste from said purchasing information registered into said database, A means to create the electronic mail which indicated said purchasing information registered into said database, An electronic coupon issuance means to publish coupon information, and a coupon distribution means to distribute the coupon information published by said electronic coupon issuance means to said electronic mail, The distribution time of said coupon information, a distribution place, activity time, and a coupon information management means to manage an activity place, Said electronic mail is equipped with an information management means to distribute various information, and it has the information information for distributing the information and coupon information which were doubled with each member's taste at said electronic mail.

[0068] Moreover, the mobile terminal concerning claim 53 is equipped with a means to receive coupon information from a service server, a means to transmit coupon information to a service provision terminal, a means to receive another coupon information from said service provision terminal, and a means to receive the electronic mail which indicated the purchasing information which said service server transmitted through a communication network.

[0069] Moreover, the service provision approach concerning claim 54 The step a mobile terminal receives and remembers coupon information to be from a service server, The step a service provision terminal receives and remembers said coupon information which said mobile information transmitted to be, The step to which said service provision terminal creates coupon information other than purchasing information, The step at which said service provision terminal transmits said another coupon information to said mobile terminal, The step at which said service provision terminal transmits said coupon information and said purchasing information to said service server, The step said service server receives and remembers the data which said service provision terminal transmitted to be, It has the step to which said service server registers the received data into a database, and the step at which said service server transmits the data registered into said database to said mobile terminal.

[0070] Moreover, the service provision system concerning claim 55 It can connect with a communication network and can connect with the mobile terminal which is a migration terminal which can be carried in a communication network. Are connectable with the service provision terminal which offers service in a communication network. The service server which manages the service offered with said service provision terminal, It is the service provision system constituted, the database managed by said service server — since — said mobile terminal and said service provision terminal It has a short-distance radiocommunication means for communicating without minding each other and a communication network. Said mobile terminal receives data through a communication network from said service server. Said service provision terminal receives said received data with a short-distance radiocommunication means from said mobile terminal, and said service provision terminal transmits a response message to said mobile terminal with a short-distance radiocommunication means.

[0071] Moreover, the service provision system concerning claim 56 is equipped with a means by which the data with which said mobile terminal and said service provision terminal were recorded on the dismountable memory device can be written in a service provision system according to claim 55, and transmission and reception of the data between said mobile terminals and said service provision terminals are performed using said dismountable memory device.

[0072] Moreover, the data with which the service provision system concerning claim 57 is transmitted to said service provision terminal from said mobile terminal in a service provision system according to claim 55 are access information for said mobile terminal to enjoy the service which said service server manages and said service provision terminal offers.

[0073] Moreover, the service provision terminal concerning claim 58 is equipped with a means to receive and memorize the data for service provisions from a mobile terminal, a means to create a response message, and a means to transmit said response

message to said mobile terminal.

[0074] Moreover, the service server concerning claim 59 is equipped with a means to create the data for service provisions according to the demand from a mobile terminal, and a means to transmit said data for service provisions to said mobile terminal.

[0075] Moreover, the mobile terminal concerning claim 60 is equipped with a means to receive and memorize the data for service provisions from a service server, a means to transmit said data for service provisions to a service provision terminal, and a means to receive and memorize a response message from said service provision terminal.

[0076] Moreover, the service provision approach concerning claim 61 The step which a service server creates the data for service provisions according to the demand from a mobile terminal, and transmits to said mobile terminal, The step said mobile terminal receives and remembers said data for service provisions to be from said service server, The step a service provision terminal receives and remembers said data for service provisions which said mobile terminal transmitted to be, It has the step to which said service provision terminal creates a response message, and the step said mobile terminal receives and remembers said response message which said service provision terminal transmitted to be.

[0077] Moreover, the data which the service provision system concerning claim 62 is managed by said service server in a service provision system according to claim 55, the service with which said mobile terminal is provided with said service provision terminal is prize service using a prize ticket, and said mobile terminal receives it from said service server, and are transmitted to said service provision terminal are prize ticket information.

[0078] Moreover, the service provision terminal concerning claim 63 is equipped with a means to receive and memorize prize ticket information from a mobile terminal, a means to verify said prize ticket information received from said mobile terminal, a means to create a response message, a means to receive and memorize the success-in-an-election information on said prize ticket information from a service server, and a means to transmit said response message to said mobile terminal.

[0079] Moreover, the service server concerning claim 64 is equipped with an electronic prize ticket issuance means to publish prize ticket information according to the demand from a mobile terminal, a means to transmit said prize ticket information to said mobile terminal, a prize means to determine the propriety of success in an election of said prize ticket information, and a means to transmit the success-in-an-election information on said prize ticket information to a service provision terminal.

[0080] Moreover, the mobile terminal concerning claim 65 is equipped with a means to receive and memorize prize ticket information from a service server, a means to transmit said prize ticket information to a service provision terminal, and a means to receive and memorize a response message from said service provision terminal.

[0081] Moreover, the service provision approach concerning claim 66 The step which a service server creates prize ticket information according to the demand from a mobile terminal, and transmits to said mobile terminal, The step said mobile terminal receives and remembers said prize ticket information to be from said service server, The step a service provision terminal receives and remembers said prize ticket information which said mobile terminal transmitted to be, It has the step to which said service provision terminal verifies said prize ticket information, the step to which said service provision terminal creates a response message, and the step said mobile terminal receives and remembers said response message which said service provision terminal transmitted to be.

[0082] Moreover, the service provision system concerning claim 67 It can connect with a communication network and can connect with the mobile terminal which is a migration terminal which can be carried in a communication network. Are connectable with the service provision terminal which offers service in a communication network. The service server which manages the service offered with said service provision terminal, It is the service provision system constituted, the database managed by said service server — since — said mobile terminal and said service provision terminal It has a short-distance radiocommunication means for communicating without minding each other and a communication network. The data which said service provision terminal received the data for service provisions from said service server, and newly [said service provision terminal] from said data for service provisions created through the communication network are transmitted to said mobile terminal.

[0083] Moreover, the service provision system concerning claim 68 is equipped with a means by which the data with which said mobile terminal and said service provision terminal were recorded on the dismountable memory device can be written in a service provision system according to claim 67, and transmission and reception of the data between said mobile terminals and said service provision terminals are performed using said dismountable memory device.

[0084] Moreover, the service provision terminal concerning claim 69 is equipped with a means to receive and memorize the data for service provisions from a service server, a means to create service data from said data for service provisions, and a means to transmit said service data to said mobile terminal.

[0085] Moreover, the service server concerning claim 70 is equipped with a means to create the data for service provisions according to the demand from a service provision terminal, and a means to transmit said data for service provisions to said service provision terminal.

[0086] Moreover, the service provision approach concerning claim 71 The step which a service server creates the data for service provisions according to the demand from a service provision terminal, and transmits to said service provision terminal, The step said service provision terminal receives and remembers said data for service provisions to be from said service server, The step to which said service provision terminal creates service data from said data for service provisions, It has the step at which said service provision terminal transmits said service data to a mobile terminal, and the step said mobile terminal receives and remembers said service data which said service provision terminal transmitted to be.

[0087] Moreover, the service with which the service provision system concerning claim 72 is managed by said service server in a service provision system according to claim 67, and said mobile terminal is provided with it with said service provision terminal is the member card issuance service which publishes member identification information, the data which said service provision terminal receives from said service server are data for member identification information issuance, and the data which said mobile terminal receives from said service provision terminal are member identification information.

[0088] Moreover, the service provision terminal concerning claim 73 is equipped with a means to receive and memorize the data for member identification information issuance from a service server, a means to create member identification information from said data for member identification information issuance, and a means to transmit said member identification information to a

mobile terminal.

[0089] Moreover, the service server concerning claim 74 is equipped with a means to create data for member identification information issuance according to the demand from a service provision terminal, and a means to transmit said data for member identification information issuance to said service provision terminal.

[0090] Moreover, the service provision approach concerning claim 75 The step which a service server creates the data for member identification information issuance according to the demand from a service provision terminal, and transmits to said service provision terminal, The step said service provision terminal receives and remembers said data for member identification information issuance to be from said service server, The step to which said service provision terminal creates member identification information from said data for member identification information issuance, It has the step at which said service provision terminal transmits said member identification information to a mobile terminal, and the step said mobile terminal receives and remembers said member identification information which said service provision terminal transmitted to be.

[0091] Moreover, the service provision system concerning claim 76 It can connect with a communication network and can connect with the mobile terminal which is a migration terminal which can be carried in a communication network. Are connectable with the service provision terminal which offers service in a communication network. The service server which manages the service offered with said service provision terminal, It is the service provision system constituted. the database managed by said service server — since — said mobile terminal and said service provision terminal It has a short-distance radiocommunication means for communicating without minding each other and a communication network. Said service server receives a demand message from said service provision terminal through a communication network, and said service server transmits the data newly created based on said demand message to said mobile terminal.

[0092] Moreover, the service provision system concerning claim 77 is equipped with a means by which the data with which said mobile terminal and said service provision terminal were recorded on the dismountable memory device can be written in a service provision system according to claim 76, and transmission and reception of the data between said mobile terminals and said service provision terminals are performed using said dismountable memory device.

[0093] Moreover, the service server concerning claim 78 is equipped with a means to create service data according to the demand from a service provision terminal, and a means to transmit said service data to a mobile terminal.

[0094] Moreover, a service server creates service data according to the demand from a service provision terminal, and the service provision approach concerning claim 79 has the step transmitted to a mobile terminal, and the step said mobile terminal receives and remembers said service data to be from said service server.

[0095] Moreover, the service provision system concerning claim 80 is member card issuance service in which the service with which is managed by said service server in a service provision system according to claim 76, and said mobile terminal is provided with said service provision terminal publishes member identification information, and the data which said mobile terminal receives from said service server are member identification information.

[0096] Moreover, the service server concerning claim 81 is equipped with a means to create member identification information according to the demand from a service provision terminal, and a means to transmit said member identification information to a mobile terminal.

[0097] Moreover, a service server creates member identification information according to the demand from a service provision terminal, and the service provision approach concerning claim 82 has the step transmitted to a mobile terminal, and the step said mobile terminal receives and remembers said member identification information to be from said service server.

[0098] Moreover, the record medium which can be read records the control program of the service provision terminal of a publication on claims 5, 11, 18, 24, 29, 33, 41, 51, 58, 63, 69, or 73 by computer concerning claim 83.

[0099] Moreover, the record medium which can be read records the control program of the service server of a publication on claims 6, 12, 19, 25, 42, 46, 52, 59, 64, 70, 74, 78, or 81 by computer concerning claim 84.

[0100] Moreover, the record medium which can be read records the control program of a mobile terminal according to claim 13, 26, 30, 34, 43, 53, 60, or 65 by computer concerning claim 85.

[0101] Furthermore, the record medium which can be read records the service provision approach of a publication on claims 7, 14, 20, 27, 31, 35, 37, 44, 47, 54, 61, 66, 71, 75, 79, or 82 as a program for making it perform to a computer by computer concerning claim 86.

[0102] First, a service server holds the information which produced the mobile terminal, the service provision terminal, and the service server by dealings with a mobile terminal and a service provision terminal in the service provision system concerning this invention constituted in preparation for the 1st, and access of this information by the mobile terminal is enabled. Thereby, in point service, a consumer can check the acquisition point always anywhere using a mobile terminal, and a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers. Therefore, for a user, the high system of convenience can be offered and a service entrepreneur can expect the increase of sales.

[0103] Moreover, by the service provision approach which starts [2nd] this invention, the service provision terminal received data from the mobile terminal, and created the data for service provisions, these created data were transmitted to the service server, and the data which the service server received are registered into the database. Thereby, in point service, a consumer can check the acquisition point always anywhere using a mobile terminal, and a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers.

[0104] Moreover, a point service system is constituted from a mobile terminal, a service provision terminal, and a service server in the 3rd, a service server holds the purchasing information and point information which were produced by dealings with a mobile terminal and a service provision terminal, and access of this information by the mobile terminal is enabled. Thereby, a consumer can check the acquisition point always anywhere using a mobile terminal, and a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers.

[0105] Moreover, by the point service provision approach which starts [4th] this invention, the service provision terminal received member identification information from the mobile terminal, and created purchasing information and point information, these created data were transmitted to the service server, and the service server has registered received data into the database. Thereby, a consumer can check the acquisition point always anywhere using a mobile terminal, and a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers.

[0106] Moreover, the service server held the information which produced the mobile terminal, the service provision terminal, and the service server by dealings with a mobile terminal and a service provision terminal in the service provision system constituted in preparation for the 5th, and this information is transmitted to the mobile terminal. Thereby, in point service, a consumer can check the acquisition point always anywhere using a mobile terminal, and a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers.

[0107] Moreover, by the service provision approach which starts [6th] this invention, the service provision terminal received data from the mobile terminal, and created the data for service provisions, these created data are transmitted to a service server, the data which the service server received were registered into the database, and these data are transmitted to the mobile terminal. Thereby, in point service, a consumer can check the acquisition point always anywhere using a mobile terminal, and a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers.

[0108] Moreover, the point service system was constituted from a mobile terminal, a service provision terminal, and a service server in the 7th, the service server held to it the purchasing information and point information which were produced by dealings with a mobile terminal and a service provision terminal, and such information is transmitted to the mobile terminal. Thereby, a consumer can check the acquisition point always anywhere using a mobile terminal, and a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers.

[0109] Moreover, by the point service provision approach which starts [8th] this invention, the service provision terminal received member identification information from the mobile terminal, and created purchasing information and point information, these created data are transmitted to a service server, the data which the service server received were registered into the database, and these data are transmitted to the mobile terminal. Thereby, a consumer can check the acquisition point always anywhere using a mobile terminal, and a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers.

[0110] Moreover, the service server held the information which produced the mobile terminal, the service provision terminal, and the service server by dealings with a mobile terminal and a service provision terminal in the service provision system constituted in preparation for the 9th, and this information is transmitted to the mobile terminal. Thereby, in point service, a consumer can check the acquisition point always anywhere using a mobile terminal, and a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers.

[0111] Moreover, the service provision terminal received data for the service provision approach which starts [10th] this invention from the mobile terminal, the data for service provisions were created, these created data are transmitted to a service server, the data which the service server received were registered into the database, and these data are transmitted to the mobile terminal. Thereby, in point service, a consumer can check the acquisition point always anywhere using a mobile terminal, and a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers.

[0112] Moreover, the point service system was constituted from a mobile terminal, a service provision terminal, and a service server in the 11th, the service server held to it the purchasing information and point information which were produced by dealings with a mobile terminal and a service provision terminal, and such information is transmitted to the mobile terminal. Thereby, a consumer can check the acquisition point always anywhere using a mobile terminal, and a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers.

[0113] Moreover, by the point service provision approach which starts [12th] this invention, the service provision terminal received member identification information from the mobile terminal, and created purchasing information and point information, these created data are transmitted to a service server, the data which the service server received were registered into the database, and these data are transmitted to the mobile terminal. Thereby, a consumer can check the acquisition point always anywhere using a mobile terminal, and a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers.

[0114] Moreover, in the service provision system constituted in preparation for the 13th in the mobile terminal, the service provision terminal, and the service server, a mobile terminal receives the data for dealings from a service server, a service server holds the information produced by dealings with a mobile terminal and a service provision terminal, and access of this information by the mobile terminal is enabled. In coupon service, a service entrepreneur can perform by this sales promotion activities which raise a consumer's attractiveness to consumers, and collection of customer information, and a consumer can check purchasing information always anywhere using a mobile terminal.

[0115] Moreover, by the service provision approach which starts [14th] this invention, the mobile terminal received data from the service server, the service provision terminal received these data from the mobile terminal, and created the data for service provisions, these created data were transmitted to the service server, and the service server has registered the received data into the database. In coupon service, a service entrepreneur can perform by this sales promotion activities which raise a consumer's attractiveness to consumers, and collection of customer information, and a consumer can check purchasing information always anywhere using a mobile terminal.

[0116] Moreover, a coupon service system is constituted from a mobile terminal, a service provision terminal, and a service server in the 15th, a service server holds the purchasing information which the mobile terminal received coupon information from the service server, and produced by dealings with a mobile terminal and a service provision terminal, and access of this purchasing information by the mobile terminal is enabled. Thereby, a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers, and collection of customer information, and a consumer can check purchasing information always anywhere using a mobile terminal.

[0117] Moreover, by the coupon service provision approach which starts [16th] this invention, the mobile terminal received coupon information from the service server, the service provision terminal received member identification information from the mobile terminal, and created purchasing information, these created data are transmitted to a service server, and the data which the service server received are registered into the database. Thereby, a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers, and collection of customer information, and a consumer can check purchasing information always anywhere using a mobile terminal.

[0118] Moreover, in the service provision system constituted in preparation for the 17th in the mobile terminal, the service provision terminal, and the service server, the data for dealings of a mobile terminal were received from the service server, the

service server held the information produced by dealings with a mobile terminal and a service provision terminal, and this information is transmitted to the mobile terminal. In coupon service, a service entrepreneur can perform by this sales promotion activities which raise a consumer's attractiveness to consumers, and collection of customer information, and a consumer can check purchasing information always anywhere using a mobile terminal.

[0119] Moreover, by the service provision approach which starts [18th] this invention, a mobile terminal receives data from a service server, the service provision terminal received these data from the mobile terminal, and created the data for service provisions, these created data are transmitted to a service server, and these data are transmitted [data which service server received were registered into database, and] to the mobile terminal. In coupon service, a service entrepreneur can perform by this sales promotion activities which raise a consumer's attractiveness to consumers, and collection of customer information, and a consumer can check purchasing information always anywhere using a mobile terminal.

[0120] Moreover, the coupon service system was constituted from a mobile terminal, a service provision terminal, and a service server in the 19th, the mobile terminal received coupon information from the service server, and the service server held the purchasing information produced by dealings with a mobile terminal and a service provision terminal, and has transmitted this purchasing information to the mobile terminal. Thereby, a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers, and collection of customer information, and a consumer can check purchasing information always anywhere using a mobile terminal.

[0121] Moreover, by the coupon service provision approach which starts [20th] this invention, a mobile terminal receives coupon information from a service server, the service provision terminal received member identification information from the mobile terminal, and created purchasing information, these created data are transmitted to a service server, and these data are transmitted [data which service server received were registered into database, and] to the mobile terminal. Thereby, a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers, and collection of customer information, and a consumer can check purchasing information always anywhere using a mobile terminal.

[0122] Moreover, in the service provision system constituted in preparation for the 21st in the mobile terminal, the service provision terminal, and the service server, the mobile terminal received the data for dealings from the service server, and these data are transmitted to the service provision terminal. Thereby, since a service entrepreneur can collect much customer information, prize service becomes realizable.

[0123] Moreover, by the service provision approach concerning this invention, the mobile terminal received data from the service server, and has transmitted [22nd] these data to the service provision terminal. Thereby, since a service entrepreneur can collect much customer information, prize service becomes realizable.

[0124] Moreover, the prize service system was constituted from a mobile terminal, a service provision terminal, and a service server, and the mobile terminal received prize ticket information from the service server to the 23rd, and has transmitted this prize ticket information to the service provision terminal. Thereby, in prize service, a service entrepreneur can collect much customer information.

[0125] Moreover, by the prize service provision approach of having used the prize ticket for the 24th, the mobile terminal received prize ticket information from the service server, and has transmitted this prize ticket information to the service provision terminal. Thereby, in prize service, a service entrepreneur can collect much customer information.

[0126] Moreover, in the service provision system constituted in preparation for the 25th in the mobile terminal, the service provision terminal, and the service server, the service provision terminal received the data for service provisions from the service server, and created service data from these data for service provisions, and it has transmitted to the mobile terminal. Thereby, since a service entrepreneur can collect much customer information, member card issuance service becomes realizable. Moreover, a consumer can obtain a member card immediately in the case of membership system service admission.

[0127] Moreover, by the service provision approach concerning this invention, the service provision terminal received the data for service provisions from the service server, and created service data from these data for service provisions, and it has transmitted [26th] to the mobile terminal. Thereby, since a service entrepreneur can collect much customer information, member card issuance service becomes realizable. Moreover, a consumer can obtain a member card immediately in the case of membership system service admission.

[0128] Moreover, the member card issuance service system was constituted from a mobile terminal, a service provision terminal, and a service server, and the service provision terminal received the data for member identification information issuance from the service server to the 27th, created member identification information from these data for member identification information issuance to it, and has transmitted to the mobile terminal. Thereby, in member card issuance service, a service entrepreneur can collect much customer information, and a consumer can obtain a member card immediately in the case of membership system service admission.

[0129] Moreover, by the member card issuance service provision approach for publishing a member card, the service provision terminal received the data for member identification information issuance from the service server to the 28th, and created member identification information from these data for member identification information issuance to it, and it has transmitted to the mobile terminal. Thereby, in member card issuance service, a service entrepreneur can collect much customer information, and a consumer can obtain a member card immediately in the case of membership system service admission.

[0130] Moreover, in the service provision system constituted in preparation for the 29th in the mobile terminal, the service provision terminal, and the service server, the service server received the demand message from the service provision terminal, created service data, and has transmitted to the mobile terminal. Thereby, since a service entrepreneur can collect much customer information, member card issuance service becomes realizable. Moreover, a consumer can obtain a member card immediately in the case of membership system service admission.

[0131] Moreover, by the service provision approach concerning this invention, the service server received the demand message from the service provision terminal, created service data, and has transmitted [30th] to the mobile terminal. Thereby, since a service entrepreneur can collect much customer information, member card issuance service becomes realizable. Moreover, a consumer can obtain a member card immediately in the case of membership system service admission.

[0132] Moreover, the member card issuance service system was constituted from a mobile terminal, a service provision terminal, and a service server, and the service server received the demand message from the service provision terminal to the 31st,

created member identification information to it, and has transmitted to the mobile terminal. Thereby, in member card issuance service, a service entrepreneur can collect much customer information, and a consumer can obtain a member card immediately in the case of membership system service admission.

[0133] Furthermore, by the member card issuance service provision approach for publishing a member card, the service server received the demand message from the service provision terminal to the 32nd, created member identification information to it, and has transmitted to the mobile terminal. Thereby, in member card issuance service, a service entrepreneur can collect much customer information, and a consumer can obtain a member card immediately in the case of membership system service admission.

[0134]

[Embodiment of the Invention] Hereafter, the gestalt of operation of the service provision system of this invention, the service provision approach, and a record medium is explained to a detail with reference to a drawing. In addition, about the record medium concerning this invention, although the service provision system and the service provision approach concerning this invention are explained in full detail in explanation of each operation gestalt, since it is the record medium which recorded the program for performing the service provision approach, the explanation is included in explanation of the following service provision approaches. Moreover, this invention is not limited to the publication explaining an operation gestalt or an example at all, and can be carried out in the mode which becomes various in the range which does not deviate from the summary.

[0135] Moreover, what includes the service provision system, the service provision approach, and record medium of this invention is hereafter named a service provision system generically. The point service provision system which offers point back service using the member card (henceforth an electronic member card) with which electronic computerization of this service provision system was carried out, The coupon service provision system which offers coupon discount service using the coupon (henceforth an electronic coupon) by which electronic computerization was carried out, The prize service provision system which offers prize service etc. using the prize exchange ticket (henceforth an electronic prize ticket) by which electronic computerization was carried out, and the member card issuance service provision system which offers issuance service of an electronic member card shall be included.

[0136] [1st operation gestalt] Drawing 1 is a block block diagram which is the 1st operation gestalt of the service provision system concerning this invention and in which showing a point service provision system. In addition, in this operation gestalt, the service provision system concerning this invention is used for the point service provision system.

[0137] In addition, fundamentally, the service provision system of this operation gestalt consists of a computer apparatus connected by the communication network of a cable or wireless, and software which operates on this computer apparatus. The device equipped with CPU (arithmetic and program control) which operates according to a software program is named this computer apparatus generically.

[0138] In drawing 1, the service provision system of this operation gestalt is equipped with the service server 11, the mobile terminal 13, and the service provision terminal 15, and is constituted, and each is connected to the communication network constituted by the dial-up line by the cable or wireless, a dedicated line, a satellite communication circuit, etc.

[0139] First, the service server 11 consists of computer apparatus, such as at least one or more workstations or personal computer, and software which operates on said computer apparatus. Moreover, the service server 11 is connected to the mobile terminal 13 and the service provision terminal 15 through the communication network.

[0140] Moreover, the mobile terminal 13 is a portable telephone and is a migration terminal which was connected to the communication network with wireless or a cable and which can be carried. Moreover, the mobile terminal 13 is equipped with a means by which the data recorded on the small memory card of the means of communications which can communicate by the service provision terminal 15, infrared ray communication (IrDA), or the wireless for short distances (for example, Bluetooth), or a portable mold etc. can be written. In addition, although the mobile terminal was used as the portable telephone with this operation gestalt, it is good also as PDA (Personal Digital Assistant: Personal Digital Assistant), a notebook computer, etc.

[0141] Furthermore, the service provision terminals 15 are a convenience store (only henceforth a convenience store), and a POS (Point Of Sales) terminal installed in the fast food restaurant (henceforth FF store) etc. Moreover, in many cases, the service provision terminal 15 is connected to the communication network with the cable. However, the service provision terminal 15 is not necessarily always connected to the communication network. Moreover, the service provision terminal 15 is equipped with a means by which the data recorded on the small memory card of the means of communications which can communicate by the mobile terminal 13, infrared radiation (IrDA), or the wireless for short distances (for example, Bluetooth), or a portable mold etc. in the electronic member card, the electronic coupon, and the electronic prize ticket can be written.

[0142] In addition, although the service provision terminal 15 was made into the POS terminal installed in the convenience store or FF store with this operation gestalt, it is good also as the KIOSK terminal installed in the convenience store or FF store, and the automatic vending machine installed in the street corner and the KIOSK terminal installed in the street corner.

[0143] As shown in drawing 2, the service provision terminal 15 receives an electronic member card from the mobile terminal 13, and, as for the service provision system of this operation gestalt, this electronic member card (or the part) and the data about service are transmitted to the service server 11. Next, the service server 11 processes received data and registers them into a database. In addition, you may be the system which the mobile terminal 13 connects with the service server 11, and can peruse information in the service provision system of this operation gestalt.

[0144] (The 1st example) Drawing 3 is the block block diagram showing the 1st example about the point service provision system as 1st operation gestalt of a service provision system. The point service provision system of this example is equipped with the service server 31, POS terminal 35 installed in a convenience store or FF store as a service provision terminal 15 etc., and the portable telephone 33 as a mobile terminal 13, and assumes the case where a user uses a portable telephone 33. In addition, the electronic member card is stored in the portable telephone 33. Identification information, such as individual humanity news, such as each member's name and sex, and a member number, the link information (URL:Uniform Resource Locator) to the exclusive page for every member, etc. are recorded on this electronic member card.

[0145] The service server 31 of this example has the purchasing information management means 41, the goods information management means 42, the member page management tool 43, the advertising information management means 44, and the customer information analysis means 45, as shown in drawing 4 (a).

[0146] The purchasing information management means 41 creates purchasing information table 41b for every member to purchasing information database 41a shown in drawing 5 based on the information received from POS terminal 35, and works registration, correction, deletion, etc. to this purchasing information table 41b. The point size gained on the time in which the member did some shopping, items, the amount of money, Store ID, and that occasion, and the sum total acquisition point size of the event are recorded on purchasing information table 41b for every member.

[0147] Moreover, the goods information management means 42 creates goods information table 42b for every goods to goods information database 42a shown in drawing 6 based on the information received from POS terminal 35, and works registration, correction, deletion, etc. to this goods information table 42b. The purchased time, Store ID, and the member ID who purchased are recorded on goods information table 42b for every goods.

[0148] Moreover, the member page management tool 43 performs issuance of a member's exclusive page, correction, deletion, etc. based on the information on purchasing information table 41b set as purchasing information database 41a. In addition, an exclusive page is described in a hypertext format. Moreover, an exclusive page is created statically and stored in a member page database (not shown) as a file. However, an exclusive page may be dynamically created according to the demand from each user.

[0149] Moreover, the advertising information management means 44 distributes the advertisement which published the advertisement of sale information etc. and was published based on the analysis result of the customer information analysis means 45 to each member's exclusive page. Moreover, advertising information table 44b is created to advertising information database 44a shown in drawing 7, and registration, correction, deletion, etc. are worked to this advertising information table 44b. The time by which the time to which the advertisement was distributed, the member ID who distributed, and goods were purchased, and the purchased store ID are recorded on advertising information table 44b for every advertising printing goods. In addition, an advertisement may be distributed to a portable telephone 33 using an electronic mail etc.

[0150] Furthermore, the customer information analysis means 45 analyzes local scatter of analysis of what kind of goods are well purchased for every member, the time zone to purchase, or the store to purchase etc. from purchasing information database 41a, goods information database 42a, and advertising information database 44a.

[0151] In addition, although the service server 31 has purchasing information database 41a, goods information database 42a, and advertising information database 44a in this example as shown in drawing 4 (a), the external computer apparatus connected to the service server 31 may have.

[0152] Moreover, POS terminal 35 has the point calculation means 46, as shown in drawing 4 (b). This point calculation means 46 computes the point size gained when a member does some shopping. Calculation of this acquisition point size is determined according to the purchase amount of money. In addition, calculation of an acquisition point size may be determined according to the grade of a member card, and may be determined at random.

[0153] Next, the processing which the point service provision system concerning this example performs is explained with reference to drawing 8. Drawing 8 shows the content of the message exchanged between each component of the service server 31 which the point service provision system of this example has, a portable telephone 33, and POS terminal 35, and its sequence.

[0154] First, when a user does some shopping in a convenience store, FF store, etc., in the case of price payment, a user uses a portable telephone 33 and transmits an electronic member card to POS terminal 35. Next, POS terminal 35 computes the acquisition point and transmits the this computed acquisition point information to the service server 31 with purchasing information, such as purchase time, items, and the amount of money, and the received electronic member card (or like [identification information etc.] the part).

[0155] Next, the service server 31 which received such information from POS terminal 35 first makes the registration to purchasing information table 41b set as purchasing information database 41a, or correction based on an electronic member card or its part. Moreover, based on purchase items, the registration to goods information table 42b set as goods information database 42a or correction is made. Moreover, when the goods which distributed the advertisement exist in this user's exclusive page beforehand in the purchase items of this purchasing information, the registration to advertising information table 44b set up by advertising information database 44a or correction is made. Furthermore, the service server 31 performs the creation processing or the update process of an exclusive page for every member based on the information indicated by customer information table 51a.

[0156] Moreover, a user accesses a member's exclusive page which the service server 31 created using the portable telephone 33, and can check information, such as a sum total acquisition point size to current. At this time, a portable telephone 33 displays the exclusive page which accessed and accessed the exclusive predetermined page based on the link information (URL) to the page only for users currently recorded on the electronic member card of a portable telephone 33. To this exclusive page, the service server 31 analyzes each member's taste from customer information database 41a, goods information database 42a, and advertising information database 44a, and sale advertisements set by that taste, such as a convenience store and FF store, may be described. In addition, it is more effective if the hyperlink to the page of advertising printing goods is embedded in this advertisement described.

[0157] Thus, according to this example, when the franchise headquarters or the franchises in which POS terminal 35 was installed, such as a convenience store and FF store, manage the service server 31, customer information can be acquired and it can use for analysis of a customer's (user) consumption trend. Moreover, since it can connect with the service server 31 always anywhere because a user uses a portable telephone 33, the sales promotion activities customized for every user can be performed by describing the advertisement set by each user's taste to each user's exclusive page. Moreover, when a portable telephone 33 uses the advertisement to describe as a display / refreshable still picture, an animation, and the data that made full use of voice, as compared with the case where a conventional magnetic card and a conventional IC card are used, the effective sales promotion activities of which it complained to a user's vision and acoustic sense can be performed.

[0158] Moreover, a customer effect is obtained in order that the user who wishes point back service may come to the store in each franchise. Furthermore, in order for a user to check the present point conventionally, it had to walk around with the receipt with which the acquisition point was indicated, or a thing like a card reader had to be prepared, but since an exclusive page is accessed always anywhere and check of the point and access of sale information can be performed by using a portable

telephone 33, a system with convenience for a user can be offered. In addition, in case a user accesses an exclusive page using a portable telephone 33, since a portable telephone 33 displays an exclusive page automatically based on the link information currently beforehand recorded on the electronic member card, a user can peruse an exclusive page, without needing troublesome actuation.

[0159] In addition, a user may use the point gained by point service of this example for other services of the prize performed on WWW (World Wide Web). Moreover, although the mobile terminal 13 was used as the portable telephone 33 in this example, it is good also as PDA, a notebook computer, etc. Moreover, similarly, although the service provision terminal 15 was made into POS terminal 35, it is good as the KIOSK terminal installed in street corners, such as a convenience store and FF store, or an automatic vending machine. Moreover, with the configuration described above, although the point calculation means 46 was formed in POS terminal 35, you may prepare in the service server 31. In this case, POS terminal 35 does not perform calculation of the point, but transmits the electronic member card who received, or its parts (identification information etc.) to the service server 31 with purchasing information, such as purchase time, items, and the amount of money. In the service server 31, based on an electronic member card or its part, and purchasing information, the point calculation means 46 computes the acquisition point first, and the purchasing information management means 41 makes registration or correction to purchasing information table 41b of purchasing information database 41a. Next, the service server 31 makes registration or correction to goods information table 42b of goods information database 42a based on purchase items. Moreover, when the goods which distributed the advertisement beforehand exist in the exclusive page of the user who sent said electronic member card into the purchase items included in the transmitted purchasing information, registration or correction is made to advertising information table 44b of advertising information database 44a. Furthermore, the service server 31 performs creation or an update process of each member of an exclusive page based on the information registered into customer information table 51a. Thus, based on a customer's purchase hysteresis and more complicated point calculation rule, the point can be given to a customer by computing the point by the service server 31 side.

[0160] (The 2nd example) Drawing 9 is the block block diagram showing the 2nd example about the point service provision system as 1st operation gestalt of a service provision system. In this drawing, the same sign is given to the part which overlaps drawing 3 (the 1st example), and explanation is omitted. In this example, it has the service server 71, POS terminal 75 installed in a convenience store or FF store as a service provision terminal 15 etc., and the portable telephone 33 as a mobile terminal 13, and the case where a user uses a portable telephone 33 is assumed. In addition, the electronic member card is stored in the portable telephone 33. Identification information, such as individual humanity news, such as each member's name and sex, and a member number, and the sum total acquisition point information by the present are recorded on this electronic member card.

[0161] The service server 71 of this example has the purchasing information management means 41, the goods information management means 42, the advertising information management means 44, and the customer information analysis means 45, as shown in drawing 10 (a). Since each of these means overlap the component and functional target which the service server 31 (the 1st example) shown in drawing 4 (a) has, they omit explanation.

[0162] Moreover, POS terminal 75 has the point calculation means 46 (the 1st example) shown in drawing 4 (b), and the member card renewal means 81, as shown in drawing 10 (b). Explanation of the point calculation means 46 is omitted. The member card renewal means 81 overwrites the new sum total acquisition point which totaled the sum total acquisition point to current [which was embedded on the electronic member card and transmitted from the portable telephone 33], and this acquisition point at the sum total acquisition point to current [of an electronic member card].

[0163] Next, the processing which the point service provision system concerning this example performs is explained with reference to drawing 11. Drawing 11 shows the content of the message exchanged between each component of the service server 71 which the point service provision system of this example has, a portable telephone 33, and POS terminal 75, and its sequence.

[0164] First, when a user does some shopping in a convenience store, FF store, etc., in the case of price payment, a user uses a portable telephone 33 and transmits an electronic member card to POS terminal 75. Next, POS terminal 75 newly enters the new acquisition point size which computed the acquisition point and totaled the this computed acquisition point and the acquisition point by the present when it is recorded on the electronic member card transmitted from the portable telephone 33 in an electronic member card, and transmits the electronic member card to a portable telephone 33. Moreover, POS terminal 75 transmits this acquisition point to the service server 71 with purchasing information, such as purchase time, items, and the amount of money, and the received electronic member card (or like [identification information etc.] the part).

[0165] Next, the service server 71 which received such information from POS terminal 75 first makes the registration to purchasing information table 41b set as purchasing information database 41a, or correction based on an electronic member card or its part. Moreover, based on purchase items, the registration to goods information table 42b set as goods information database 42a or correction is made. Moreover, when the goods which distributed the advertisement by E-mail etc. to this user into the purchase items of this purchasing information exist beforehand, the registration to advertising information table 44b set as advertising information database 44a or correction is made.

[0166] Furthermore, the service server 71 may transmit the sum total acquisition point information by the present to a portable telephone 33 by E-mail etc. at every fixed period (for example, one month) of a certain. The service server 71 analyzes each member's taste in this electronic mail from customer information database 41a, goods information database 42a, and advertising information database 44a, and sale advertisements set by the taste, such as a convenience store and FF store, may be distributed to it.

[0167] Thus, according to this example, when the franchise headquarters or the franchises in which POS terminal 75 was installed, such as a convenience store and FF store, manage the service server 71, customer information can be acquired and it can use for analysis of a customer's (user) consumption trend. Moreover, since the advertisement set by each user's taste can be directly distributed to each user from the service server 71 using an electronic mail etc. because a user uses a portable telephone 33, the sales promotion activities customized for every user can be performed. Moreover, when a portable telephone 33 uses the advertisement to distribute as a display / refreshable still picture, an animation, and the data that made full use of voice, as compared with the case where a conventional magnetic card and a conventional IC card are used, the effective sales promotion activities of which it complained to a user's vision and acoustic sense can be performed.

[0168] Moreover, a customer effect is obtained in order that the user who wishes point back service may come to the store in each franchise. Furthermore, although it had to walk around with the receipt with which the acquisition point was indicated or a thing like a card reader had to be prepared in order for a user to check the present point conventionally By an electronic mail's etc., being able to receive information from the service server 71 always anywhere, and walking around with a portable telephone 33 by using a portable telephone 33 Since check of the point and access of sale information can be performed always anywhere, a system with convenience high for a user can be offered.

[0169] In addition, a user may use the point gained by point service of this example for other services of the premium exchange performed in other service, convenience stores, FF stores, etc., such as a prize performed on WWW. Moreover, in this example, although the mobile terminal 13 was used as the portable telephone 33, it is good also as PDA or a notebook computer. Moreover, similarly, although the service provision terminal 15 was made into POS terminal 75, it is good as the KIOSK terminal installed in the convenience store, FF store, or the street corner, or an automatic vending machine.

[0170] (The 3rd example) Drawing 12 is the block block diagram showing the 3rd example about the point service provision system as 1st operation gestalt of a service provision system. In this drawing, the same sign is given to the part which overlaps drawing 3 (the 1st example) and drawing 9 (the 2nd example), and explanation is omitted. In this example, it has the service server 71, POS terminal 35 installed in a convenience store or FF store as a service provision terminal 15 etc., and the portable telephone 103 as a mobile terminal 13, and the case where a user uses a portable telephone 103 is assumed. In addition, the electronic member card is stored in the portable telephone 103. Identification information, such as individual humanity news, such as each member's name and sex, and a member number, and the sum total acquisition point information by the present are recorded on this electronic member card.

[0171] The portable telephone 103 of this example has the member card renewal means 81, as shown in drawing 13. The member card renewal means 81 overwrites the new sum total acquisition point which totaled this acquisition point received from POS terminal 35, and the sum total acquisition point by the present when it is recorded on the electronic member card at the sum total acquisition point by said present of an electronic member card. Explanation of the service server 71 and POS terminal 35 is omitted.

[0172] Next, the processing which the point service provision system concerning this example performs is explained with reference to drawing 14. Drawing 14 shows the content of the message exchanged between each component of the service server 71 which the point service provision system of this example has, a portable telephone 103, and POS terminal 35, and its sequence.

[0173] First, when a user does some shopping in a convenience store, FF store, etc., in the case of price payment, a user uses a cellular phone 103 and transmits an electronic member card to POS terminal 35. Next, POS terminal 35 computes the acquisition point and transmits acquisition point information to a portable telephone 103. Moreover, this acquisition point information is transmitted to the service server 71 with purchasing information, such as purchase time, items, and the amount of money, and the received electronic member card (or like [identification information etc.] the part).

[0174] Next, the portable telephone 103 which received acquisition point information from POS terminal 35 newly enters what totaled this acquisition point information and the acquisition point information by the present when it is recorded on the electronic member card in the acquisition point information by said present when it is recorded on the electronic member card.

[0175] Moreover, the service server 71 which received acquisition point information from POS terminal 35 first makes the registration to purchasing information table 41b set as purchasing information database 41a, or correction based on an electronic member card or its part. Moreover, based on purchase items, the registration to goods information table 42b set as goods information database 42a or correction is made. Moreover, when the goods which distributed the advertisement by E-mail etc. to this user into the purchase items of this purchasing information exist beforehand, the registration to advertising information table 44b set as advertising information database 44a or correction is made.

[0176] Furthermore, the service server 71 may transmit the sum total acquisition point information by the present to a portable telephone 103 by E-mail etc. at every fixed period (for example, one month) of a certain. The service server 71 analyzes each member's taste in this electronic mail from customer information database 41a, goods information database 42a, and advertising information database 44a, and sale advertisements set by the taste, such as a convenience store and FF store, may be distributed to it.

[0177] Thus, according to this example, when the franchise headquarters or the franchises in which POS terminal 35 was installed, such as a convenience store and FF store, manage the service server 71, customer information can be acquired and it can use for analysis of a customer's (user) consumption trend. Moreover, since the advertisement set by each user's taste can be directly distributed to each user from the service server 71 using an electronic mail etc. because a user uses a portable telephone 103, the sales promotion activities customized for every user can be performed. Moreover, when a portable telephone 33 uses the advertisement to distribute as a display / refreshable still picture, an animation, and the data that made full use of voice, as compared with the case where a conventional magnetic card and a conventional IC card are used, the effective sales promotion activities of which it complained to a customer's vision and acoustic sense can be performed.

[0178] Moreover, a customer effect is obtained in order that the user who wishes point back service may come to the store in each franchise. Furthermore, although it had to walk around with the receipt with which the acquisition point was indicated or a thing like a card reader had to be prepared in order for a user to check the present point conventionally By an electronic mail's etc. being able to receive information from the service server 71 always anywhere, and walking around with a portable telephone 103 by using a portable telephone 103 Since check of the point and access of sale information can be performed always anywhere, a system with convenience high for a user can be offered.

[0179] In addition, a user may use the point gained by point service of this example for other services of the premium exchange performed in other service, convenience stores, FF stores, etc., such as a prize performed on WWW. Moreover, in this example, although the mobile terminal 13 was used as the portable telephone 103, it is good also as PDA or a notebook computer. Moreover, similarly, although the service provision terminal 15 was made into POS terminal 35, it is good as the KIOSK terminal installed in the convenience store, FF store, or the street corner, or an automatic vending machine. The service server 11, the mobile terminal 13, and the service provision terminal 15 which are the point service provision structure-of-a-system element of this operation gestalt are controlled by the control program for realizing each function or actuation explained in the above-

mentioned example, respectively.

[0180] [2nd operation gestalt] Drawing 15 is a block diagram which is the 2nd operation gestalt of the service provision system concerning this invention and in which showing a coupon service provision system. Since the configuration and component of this drawing overlap drawing 1 (1st operation gestalt), they attach the same sign and omit explanation. In addition, in this operation gestalt, the service provision system concerning this invention is used for the coupon service provision system.

[0181] As the service provision system of this operation gestalt is shown in drawing 16, the service server 11 downloads an electronic coupon to the mobile terminal 13 in response to the demand from the mobile terminal 13 according to this demand. Next, the mobile terminal 13 transmits an electronic coupon to the service provision terminal 15, and the service provision terminal 15 transmits the data about service to the service server 11. Next, the service server 11 processes received data and registers them into a database. In addition, you may be the system which the mobile terminal 13 connects with the service server 11, and can peruse information in the service provision system of this operation gestalt.

[0182] (The 1st example) Drawing 17 is the block diagram showing the 1st example about the coupon service provision system as 2nd operation gestalt of a service provision system. In this drawing, the same sign is given to the part which overlaps drawing 3 (the 1st example of the 1st operation gestalt), and explanation is omitted. The coupon service provision system of this example is equipped with the service server 151, POS terminal 155 installed in a convenience store or FF store as a service provision terminal 15 etc., and the portable telephone 33 as a mobile terminal 13, and assumes the case where a user uses a portable telephone 33. In addition, a user presupposes that he is the member of the membership system service which franchise chains, such as a certain convenience store, FF store, etc., offer.

[0183] The service server 151 of this example has the purchasing information management means 41, the goods information management means 42, the member page management tool 43, the advertising information management means 44, the customer information analysis means 45, the electronic coupon issuance means 161, the coupon distribution means 162, and the coupon information management means 163, as shown in drawing 18 (a). Since the purchasing information management means 41, the goods information management means 42, the member page management tool 43, the advertising information management means 44, and the customer information analysis means 45 overlap functionally drawing 4 (a) and the (1st example of the 1st operation gestalt), explanation is omitted.

[0184] The electronic coupon issuance means 161 publishes an electronic coupon. Even if issuance of this electronic coupon is performed at random, it may be carried out according to the demand from a user. Moreover, the coupon distribution means 162 is interlocked with the member page management tool 43 which makes correction of an exclusive page etc., and distributes an electronic coupon to each page only for members. The distributed electronic coupon is registered into each member's exclusive page, and a user can download an electronic coupon from an exclusive page by accessing an exclusive page using a portable telephone 33, and requiring an electronic coupon. In addition, an electronic coupon may be directly distributed to a portable telephone 33 from the coupon distribution means 162 as attached files, such as an electronic mail.

[0185] Furthermore, the coupon information management means 163 creates coupon information table 171a for every coupon in the coupon information database 171 shown in drawing 19 based on the information received from POS terminal 155, and works registration, correction, deletion, etc. to coupon information table 171a. The member ID of a distribution place, distribution time, the time that the coupon downloaded, the used time, and Store ID are recorded on coupon information table 171a for every coupon.

[0186] Moreover, POS terminal 75 has the coupon processing means 164, as shown in drawing 18 (b). This coupon processing means 164 performs discount processing of the purchase amount of money according to the electronic coupon transmitted from the portable telephone 33.

[0187] Next, the processing which the point service provision system concerning this example performs is explained with reference to drawing 20. Drawing 20 shows the content of the message exchanged between each component of the service server 151 which the point service provision system of this example has, a portable telephone 33, and POS terminal 155, and its sequence.

[0188] First, if a user accesses the page only for members which the service server 151 offers using a portable telephone 33 and demands an electronic coupon, the service server 151 will answer this, will publish the electronic coupon based on a demand, and will download it to a portable telephone 33. Next, when a user does some shopping in a convenience store, FF store, etc., a user uses a portable telephone 33 in the case of price payment, and an electronic coupon is transmitted to POS terminal 155. POS terminal 155 performs discount processing of the purchase amount of money according to the received electronic coupon.

[0189] Next, POS terminal 155 transmits activity coupon information, purchasing information, and a coupon user's individual humanity news to the service server 151. In addition, individual humanity news is recorded on an electronic coupon by the service server 151 at the time of coupon issuance.

[0190] Next, the service server 151 which received information from POS terminal 155 first makes the registration to purchasing information table 41b set as purchasing information database 41a, or correction based on individual humanity news. Moreover, based on purchase items, the registration to goods information table 42b set as goods information database 42a or correction is made. Moreover, when the goods which distributed the advertisement exist in this user's exclusive page beforehand in the purchase items of this purchasing information, the registration to advertising information table 44b set up by advertising information database 44a or correction is made. Furthermore, based on an activity coupon, the registration to coupon information table 171a set as the coupon information database 171 or correction is made. Furthermore, the service server 151 performs the creation processing or the update process of an exclusive page for every member based on the information indicated by purchasing information table 41b.

[0191] Moreover, a user accesses a member's exclusive page which the service server 151 created using a portable telephone 33, and can check information, such as purchasing record to current. Moreover, to this exclusive page, the service server 151 analyzes each member's taste from customer information database 41a, goods information database 42a, and advertising information database 44a, and sale advertisements set by that taste, such as a convenience store and FF store, may be described. In addition, it is more effective if the hyperlink to the page of advertising printing goods is embedded in this

advertisement described. Furthermore, the new electronic coupon set by each member's taste may be distributed to this exclusive page from customer information database 41a, goods information database 42a, advertising information database 44a, and the coupon information database 171. Moreover, the new electronic coupon which can receive the further discount whenever a user uses an electronic coupon may be distributed to this exclusive page. Furthermore, when a user does some shopping using an electronic coupon, you may make it still pictures and animations, such as an animation character and an idle, and musical electronic data download from POS terminal 155 to a portable telephone 33 as addition contents. In addition, the gestalt that the addition contents which those addition contents were prepared beforehand and chosen at random as POS terminal 155 by how many kinds of portable telephone 33 download is sufficient. Moreover, even if it downloads addition contents from the service server 151 through POS terminal 155, they may be directly downloaded from the service server 151.

[0192] Thus, according to this example, when the franchise headquarters or the franchises in which POS terminal 155 was installed, such as a convenience store and FF store, manage the service server 151, customer information can be acquired and it can use for analysis of a customer's (user) consumption trend. Moreover, although the salesclerk guessed age etc. from a consumer's back appearance etc. and had inputted into POS terminal 155 conventionally, compared with the former, reliable customer information can be acquired by using the electronic coupon with which each user's individual humanity news was embedded. Moreover, since it can connect with the service server 151 always anywhere because a user uses a portable telephone 33, the sales promotion activities customized for every user can be performed by describing an advertisement, a new electronic coupon, etc. which were set by each user's taste to each user's exclusive page. Moreover, when a portable telephone 33 uses the advertisement to describe as a display / refreshable still picture, an animation, and the data that made full use of voice, as compared with the case where a conventional magnetic card and a conventional IC card are used, the effective sales promotion activities of which it complained to a user's vision and acoustic sense can be performed.

[0193] Moreover, a customer effect is obtained in order that the user who wishes coupon service may come to the store in each franchise. Furthermore, for a user, since a new coupon is obtained and can enjoy discount service further if a coupon is used, a profit can be obtained.

[0194] In addition, although the mobile terminal 13 was used as the portable telephone 33 in this example, it is good also as a PDA notebook computer etc. Moreover, similarly, although the service provision terminal 15 was made into POS terminal 155, it is good as the KIOSK terminal installed in street corners, such as a convenience store and FF store, or an automatic vending machine.

[0195] (The 2nd example) Drawing 21 is the block block diagram showing the 2nd example about the coupon service provision system as 2nd operation gestalt of a service provision system. In this drawing, the same sign is given to the part which overlaps drawing 17 (the 1st example), and explanation is omitted. In this example, it has the service server 191, POS terminal 195 installed in a convenience store or FF store as a service provision terminal 15 etc., and the portable telephone 33 as a mobile terminal 13, and the case where a user uses a portable telephone 33 is assumed.

[0196] The service server 191 of this example has the purchasing information management means 41, the goods information management means 42, the advertising information management means 44, the customer information analysis means 45, the electronic coupon issuance means 161, the coupon distribution means 162, and the coupon information management means 163, as shown in drawing 22 (a). Since each above means overlaps the component and functional target which the service server 151 (the 1st example) shown in drawing 18 (a) has, it omits explanation.

[0197] Moreover, POS terminal 195 has the drawing 18 (a) electronic coupon issuance means 161 and the coupon processing means 164, and another coupon distribution means 201, as shown in drawing 22 (b). the explanation abbreviation of the electronic coupon issuance means 161 and the coupon processing means 164 — it carries out. Another coupon distribution means 201 transmits another coupon which the electronic coupon issuance means 161 published to a portable telephone 33 by infrared ray communication or short-distance radiocommunication.

[0198] Next, the processing which the coupon service provision system concerning this example performs is explained with reference to drawing 23. Drawing 23 shows the content of the message exchanged between each component of the service server 191 which the coupon service provision system of this example has, a portable telephone 33, and POS terminal 195, and its sequence.

[0199] First, if a user demands an electronic coupon of the service server 191 using a portable telephone 33, the service server 191 will answer this, will publish the electronic coupon based on a demand, and will download it to a portable telephone 33. Next, when a user does some shopping in a convenience store, FF store, etc., a user uses a portable telephone 33 in the case of price payment, and an electronic coupon is transmitted to POS terminal 195. POS terminal 195 performs discount processing of the purchase amount of money according to the received coupon.

[0200] Next, to a portable telephone 33, POS terminal 195 publishes another coupon and transmits. Next, POS terminal 195 transmits activity coupon information, purchasing information, and a coupon user's individual humanity news to the service server 191. In addition, the salesclerk of a convenience store may input individual humanity news into POS terminal 195 in the case of price payment, and it may be transmitted to the service server 191 by a user's input from a portable telephone 33, and it may be embedded in the downloaded electronic coupon at the coupon demand.

[0201] Next, the service server 191 which received information from POS terminal 195 first makes the registration to purchasing information table 41b set as purchasing information database 41a, or correction based on individual humanity news. Moreover, based on purchase items, the registration to goods information table 42b set as goods information database 42a or correction is made. Moreover, when the goods which distributed the advertisement by E-mail etc. exist beforehand in the purchase items of this purchasing information, the registration to advertising information table 44b set as advertising information database 44a or correction is made. Furthermore, based on an activity coupon, the registration to coupon information table 171a set as the coupon information database 171 or correction is made.

[0202] Furthermore, the service server 191 may transmit the purchasing recording information (for example, housekeeping book information) by the present to a portable telephone 33 by E-mail etc. at every fixed period (for example, one month) of a certain. The service server 191 analyzes each member's taste in this electronic mail from customer information database 41a, goods information database 42a, and advertising information database 44a, and sale advertisements set by the taste, such as a convenience store and FF store, may be distributed to it. Moreover, the new electronic coupon set by each member's taste may

be distributed from customer information database 41a, goods information database 42a, advertising information database 44a, and the coupon information database 17. Moreover, addition contents, such as still picture and animations, such as an animation character and an idle, and music, may be transmitted instead of another coupon transmitted to a portable telephone 33 from POS terminal 195 with electronic data.

[0203] Thus, according to this example, when the franchise headquarters or the franchises in which POS terminal 195 was installed, such as a convenience store and FF store, manage the service server 191, customer information can be acquired and it can use for analysis of a customer's (user) consumption trend. Moreover, although the salesclerk guessed age etc. from a consumer's back appearance etc. and had inputted into POS terminal 195 conventionally, compared with the former, reliable customer information can be acquired by using the electronic coupon with which each user's individual humanity news was embedded. Moreover, an electronic mail etc. can perform the sales promotion activities customized for every user from the service server 191 by distributing directly an advertisement, a new electronic coupon, etc. which were set by each user's taste because a user uses a portable telephone 33. Moreover, when a portable telephone 33 uses the advertisement to distribute as a display / refreshable still picture, an animation, and the data that made full use of voice, as compared with the case where a conventional magnetic card and a conventional IC card are used, the effective sales promotion activities of which it complained to a user's vision and acoustic sense can be performed.

[0204] Moreover, a customer effect is obtained in order that the user who wishes coupon service may come to the store in each franchise. Moreover, it can hold expectations which reduce an inventory by choosing the goods with which the inventory serves as a surplus in each franchise as another coupon transmitted to a portable telephone 33 from POS terminal 195. Furthermore, for a user, since a new coupon is obtained and can enjoy discount service further if a coupon is used, a profit can be obtained.

[0205] In addition, although the mobile terminal 13 was used as the portable telephone 33 in this example, it is good also as a PDA notebook computer etc. Moreover, similarly, although the service provision terminal 15 was made into POS terminal 195, it is good as the KIOSK terminal installed in street corners, such as a convenience store and FF store, or an automatic vending machine. The service server 11, the mobile terminal 13, and the service provision terminal 15 which are the coupon service provision structure-of-a-system element of this operation gestalt are controlled by the control program for realizing each function or actuation explained in the above-mentioned example, respectively.

[0206] [3rd operation gestalt] Drawing 24 is the block block diagram showing the prize service provision system which is the 3rd operation gestalt of the service provision system concerning this invention. Since the configuration and the requirements for a configuration for this drawing overlap drawing 1 (1st operation gestalt), they attach the same sign and omit explanation. In addition, in this operation gestalt, the service provision system concerning this invention is used for the prize service provision system.

[0207] As shown in drawing 25, the service server 11 transmits the service provision system of this operation gestalt to the data mobile terminal 13 about service in response to the demand from the mobile terminal 13 according to this demand. Next, the mobile terminal 13 transmits these data to the service provision terminal 15, and the service provision terminal 15 verifies the received data, and transmits a response to the mobile terminal 13.

[0208] (The 1st example) Drawing 26 is the block block diagram showing the 1st example about the prize service provision system as 3rd operation gestalt of a service provision system. In this drawing, the same sign is given to the part which overlaps drawing 3 (the 1st example of the 1st operation gestalt), and explanation is omitted. The prize service provision system of this example is equipped with the service server 241, POS terminal 245 installed in a convenience store or FF store as a service provision terminal 15 etc., and the portable telephone 33 as a mobile terminal 13, and assumes the case where a user uses a portable telephone 33.

[0209] The service server 241 of this example has the electronic prize ticket issuance means 251, the individual humanity news management tool 252, and the prize means 253, as shown in drawing 27 (a). The electronic prize ticket issuance means 251 publishes an electronic prize ticket. ID of the user who subscribed for the prize is embedded for the electronic prize ticket. In addition, the information which identifies whether the user was elected or not may be embedded for this electronic prize ticket.

[0210] Moreover, the individual humanity news management tool 252 creates individual humanity news table 261a for every individual to the personal data base 261 shown in drawing 28 based on the information registered by the user who demands service, and works registration, correction, deletion, etc. to individual humanity news table 261a. The user ID assigned to the user, a user's name, age, an address, service registered now, the time registered into the service are recorded on individual humanity news table 261a. Furthermore, the prize means 253 determines the elected user out of the user ID registered into prize service. In addition, this decision is made at random.

[0211] Moreover, POS terminal 245 has the prize ticket verification means 254 and the electronic coupon issuance means 161, as shown in drawing 27 (b). Since the electronic coupon issuance means 161 overlaps functionally drawing 18 (a) and the (1st example of the 2nd operation gestalt), it omits explanation.

[0212] Based on the information received from the service server 241, the prize ticket received from the portable telephone 33 judges whether it is success in an election, makes the judgment result a response message, and the prize ticket verification means 254 transmits it to a portable telephone 33. In addition, in case the prize ticket transmitted from the portable telephone 33 judges whether it is success in an election, the identification information which shows the success in an election embedded for the prize ticket or defeat may be used.

[0213] Next, the processing which the point service provision system concerning this example performs is explained with reference to drawing 29. Drawing 29 shows the content of the message exchanged between each component of the service server 241 which the point service provision system of this example has, a portable telephone 33, and POS terminal 245, and its sequence.

[0214] First, a user demands the application to a prize of the service server 241 using a portable telephone 33, and transmits a user's individual humanity news to the service server 241. Next, the service server 241 assigns each user ID (identification information) based on this demand, and does registration or correction of this ID and individual humanity news on the individual humanity news table set as the personal data base 261.

[0215] Next, the service server 241 publishes the prize ticket which embedded each user's ID, and downloads to each portable telephone 33. Next, the service server 241 determines success in an election ID out of some identification information (ID)

registered, and transmits the list of these success in an election ID to POS terminal 245. Next, a portable telephone 33 transmits the prize ticket with which ID (identification information) was embedded to POS terminal 245.

[0216] Next, POS terminal 245 collates the list of success in an election ID which received from the service server 241, and ID embedded for the prize ticket, and sends the response which shows delivery and having separated in the prize if not contained to a portable telephone 33 for the response which shows that it won when ID embedded for the prize ticket was contained in the list of success in an election ID to a portable telephone 33. If the response which shows that the portable telephone 33 won is obtained, electronic data, such as a game, a still picture, an animation, and music, will download from POS terminal 245 to a portable telephone 33 as a prize success-in-an-election article. On the other hand, when it separates in a prize, POS terminal 245 may download a certain electronic data, electronic coupon, etc. as a consolation prize. In addition, the gestalt of downloading from the service server 241 through POS terminal 245, and the gestalt of downloading directly from the service server 241 are sufficient as a prize success-in-an-election article or a consolation prize. Moreover, when the user other than the gestalt that the list of success in an election ID is transmitted to each POS terminal uses a portable telephone 33 and transmits a prize ticket to POS terminal 245, you may make it ID by which ID by which POS terminal 245 is contained in this prize ticket was sent to the service server 241 in delivery and the service server 241 each time investigate whether it is success in an election. In addition, in the above explanation, although the prize success-in-an-election article and the consolation prize were used as electronic data, of course, it may be made to carry out hand delivery of the article.

[0217] Thus, according to this example, the contractor who manages the service server 241 can perform analysis of marketing, such as what kind of consumer by prize service, since many individual humanity news, such as a prize applicant's name, age, and an address, was collectable, subscribed for which prize using these collected individual humanity news.

[0218] Moreover, the customer effect of each franchise is obtained by making the installation of POS terminal 245 into each franchise, such as a convenience store or FF store. Moreover, as for a convenience store, FF store, etc., a customer effect is further obtained by distributing an electronic coupon etc. from POS terminal 245 also to the user from whom it separated in the prize. Moreover, it can hold expectations which reduce an inventory by choosing the goods with which the inventory serves as a surplus in each franchise as an electronic coupon transmitted to a portable telephone 33 from POS terminal 245 at this time. Moreover, since he can enjoy discount service etc. by obtaining a coupon etc. even if it separates from a user in a prize, he can get a profit. Furthermore, since delivery of goods like before will become unnecessary if a prize success-in-an-election article and a consolation prize are electronic data, a delivery charge and the time and effort for it are lost, and the expense for a prize can be reduced.

[0219] In addition, although the mobile terminal 13 was used as the portable telephone 33 in this example, it is good also as a PDA notebook computer etc. Moreover, similarly, although the service provision terminal 15 was made into POS terminal 245, it is good as the KIOSK terminal installed in street corners, such as a convenience store and FF store, or an automatic vending machine.

[0220] (The 2nd example) Drawing 30 is the block block diagram showing the 2nd example about the prize service provision system as 3rd operation gestalt of a service provision system. Since each component which the prize service provision system shown in this drawing has overlaps drawing 26 (the 1st example), the same sign is attached and explanation is omitted.

[0221] Next, the processing which the prize service provision system concerning this example performs is explained with reference to drawing 31. Drawing 31 shows the content of the message exchanged between each component of the service server 241 which the prize service provision system of this example has, a portable telephone 33, and POS terminal 245, and its sequence.

[0222] First, a user demands the application to a prize of the service server 241 using a portable telephone 33, and transmits a user's individual humanity news to the service server 241. Next, the service server 241 assigns each user ID (identification information) based on this demand, and does registration or correction of this ID and individual humanity news on the individual humanity news table set as the personal data base 261.

[0223] Next, the service server 241 publishes the prize ticket which embedded the identification information which publishes the prize ticket which embedded the identification information which determines success in an election ID out of some identification information (ID) registered, and shows this user's ID, and success in an election to the elected user, and shows this user's ID, and defeat to the user defeated in an election, and downloads it to each portable telephone 33.

[0224] Next, a portable telephone 33 transmits a prize ticket to POS terminal 245. Next, when success in an election or defeat is judged from the identification information embedded for the transmitted prize ticket and it is judged as success in an election, electronic data, such as a game, a still picture, an animation, and music, downloads POS terminal 245 from POS terminal 245 to a portable telephone 33 as a prize success-in-an-election article. On the other hand, when judged as defeat, POS terminal 245 may download a certain electronic data, electronic coupon, etc. as a consolation prize. In addition, the gestalt of downloading from the service server 241 through POS terminal 245, and the gestalt of downloading directly from the service server 241 are sufficient as a prize success-in-an-election article or a consolation prize like the 1st example of this operation gestalt. In addition, in the above explanation, although the prize success-in-an-election article and the consolation prize were used as electronic data, of course, it may be made to carry out hand delivery of the article.

[0225] Thus, according to this example, the contractor who manages the service server 241 can perform analysis of marketing, such as what kind of consumer by prize service, since many individual humanity news, such as a prize applicant's name, age, and an address, was collectable, subscribed for which prize using these collected individual humanity news.

[0226] Moreover, the customer effect of each franchise is obtained by making the installation of POS terminal 245 into each franchise, such as a convenience store or FF store. Moreover, as for a convenience store, FF store, etc., a customer effect is further obtained by distributing an electronic coupon etc. from POS terminal 245 also to the user from whom it separated in the prize. Moreover, it can hold expectations which reduce an inventory by choosing the goods with which the inventory serves as a surplus in each franchise as an electronic coupon transmitted to a portable telephone 33 from POS terminal 245 at this time. Furthermore, since he can enjoy discount service etc. by obtaining a coupon etc. even if it separates from a user in a prize, he can get a profit. Furthermore, since delivery of goods like before will become unnecessary if a prize success-in-an-election article and a consolation prize are electronic data, a delivery charge and the time and effort for it are lost, and the expense for a prize can be reduced.

[0227] In addition, although the mobile terminal 13 was used as the portable telephone 33 in the example, it is good also as a PDA notebook computer etc. Moreover, similarly, although the service provision terminal 15 is made into POS terminal 245, it is good as the KIOSK terminal installed in street corners, such as a convenience store and FF store, or an automatic vending machine. The service server 11, the mobile terminal 13, and the service provision terminal 15 which are the prize service provision structure-of-a-system element of this operation gestalt are controlled by the control program for realizing each function or actuation explained in the above-mentioned example, respectively.

[0228] [4th operation gestalt] Drawing 32 is the block block diagram showing the member card issuance service provision system which is the 4th operation gestalt of the service provision system concerning this invention. Since the configuration and the requirements for a configuration for this drawing overlap drawing 1 (1st operation gestalt), they attach the same sign and omit explanation. In addition, in this operation gestalt, the service provision system concerning this invention is used for the member card issuance service provision system.

[0229] As the service provision system of this operation gestalt is shown in drawing 33, the service server 11 transmits the data about service to the service provision terminal 15 in response to the demand from the service provision terminal 15 according to this demand. The service provision terminal 15 processes the data relevant to the service received from the service server 11, publishes an electronic member card, and transmits it to the mobile terminal 13. Moreover, as shown in drawing 34, in response to the demand from the service provision terminal 15, the service server 11 publishes an electronic member card, and transmits to the mobile terminal 13.

[0230] (The 1st example) Drawing 35 is the block block diagram showing the 1st example about the member card issuance service provision system as 4th operation gestalt of a service provision system. In this drawing, the same sign is given to the part which overlaps drawing 3 (the 1st example of the 1st operation gestalt), and explanation is omitted. The member card issuance service provision system of this example is equipped with the service server 331, the KIOSK terminal 335 installed in a convenience store or FF store as a service provision terminal 15 etc., and the portable telephone 33 as a mobile terminal 13, and assumes the case where a user uses a portable telephone 33.

[0231] The service server 331 of this example has the individual humanity news management tool 252, as shown in drawing 36 (a), but since it overlaps functionally drawing 27 (a) and the (1st example of the 3rd operation gestalt), it omits explanation.

[0232] Moreover, the KIOSK terminal 335 has the electronic member card issuance means 341, as shown in drawing 36 (b). Based on the information received from the service server 241, the electronic member card issuance means 341 publishes an electronic member card, and transmits it to a portable telephone 33. In addition, issuance of an electronic member card may be immediately performed according to the demand from a portable telephone 33.

[0233] Next, the processing which the member card issuance service provision system concerning this example performs is explained with reference to drawing 37. Drawing 37 shows the content of the message exchanged between each component of the service server 331 which the member card issuance service provision system of this example has, a portable telephone 33, and the KIOSK terminal 335, and its sequence.

[0234] First, a user goes to the location in which the KIOSK terminal 335 is installed, and inputs individual humanity news etc. into the KIOSK terminal 335. Next, the carrier beam KIOSK terminal 335 transmits this individual humanity news for the input of the individual humanity news by the user to the service server 331, and issuance of an electronic member card is required.

[0235] Next, the service server 331 assigns each user ID (identification information) based on this demand, and does registration or correction of this ID and individual humanity news on individual humanity news table 261a set as the personal data base 261. Next, the service server 331 transmits the data for publishing an electronic member card to the KIOSK terminal 335. Next, the KIOSK terminal 335 publishes an electronic member card based on the received data, and downloads it to a portable telephone 33.

[0236] Thus, according to this example, since a familiar convenience store, FF store, etc. become possible also at the KIOSK terminal of a street corner and issuance of a member card is conventionally performed immediately although it had to go out to the window of dedication etc. and the document etc. had to be filled in when performing admission procedure to membership system service, a user's convenience of a user improves. Moreover, a customer effect is obtained in each franchise by making the installation of the KIOSK terminal 335 into each franchise, such as a convenience store or FF store.

[0237] In addition, although the mobile terminal 13 was used as the portable telephone 33 in this example, it is good also as a PDA notebook computer etc. Moreover, similarly, although the service provision terminal 15 was used as the KIOSK terminal 335, it is good as the KIOSK terminal installed in street corners, such as a convenience store and FF store, or an automatic vending machine.

[0238] (The 2nd example) Drawing 38 is the block block diagram showing the 2nd example about the member card issuance service provision system as 4th operation gestalt of a service provision system. In this drawing, the same sign is given to the part which overlaps drawing 3 (the 1st example of the 1st operation gestalt), and explanation is omitted. In this example, it has the service server 361, the KIOSK terminal 365 installed in a convenience store or FF store as a service provision terminal 15 etc., and the portable telephone 33 as a mobile terminal 13, and the case where a user uses a portable telephone 33 is assumed.

[0239] The service server 361 of this example has the individual humanity news management tool 252 and the electronic member card issuance means 341, as shown in drawing 39 (a), but since it overlaps drawing 36 (the 1st example) functionally, it omits explanation.

[0240] Next, the processing which the member card issuance service provision system concerning this example performs is explained with reference to drawing 40. Drawing 40 shows the content of the message exchanged between each component of the service server 361 which the member card issuance service provision system of this example has, a portable telephone 33, and the KIOSK terminal 365, and its sequence.

[0241] First, a user goes to the location in which the KIOSK terminal 365 is installed, and inputs individual humanity news etc. into the KIOSK terminal 365. Next, the carrier beam KIOSK terminal 365 transmits this individual humanity news for the input of the individual humanity news by the user to the service server 361, and issuance of an electronic member card is required.

[0242] Next, the service server 361 assigns each user ID (identification information) based on this demand, and does registration or correction of this ID and individual humanity news on individual humanity news table 261a set as the personal data base 261.

Next, the service server 361 publishes an electronic member card based on individual human news table 261a, and downloads it to a portable telephone 33.

[0243] Thus, according to this example, since a familiar convenience store, FF store, etc. become possible also at the KIOSK terminal of a street corner and issuance of a member card is conventionally performed immediately although it had to go out to the window of dedication etc. and the document etc. had to be filled in when performing admission procedure to membership system service, a user's convenience of a user improves. Moreover, a customer effect is obtained in each franchise by making the installation of the KIOSK terminal 365 into each franchise, such as a convenience store or FF store.

[0244] In addition, although the mobile terminal 13 was used as the portable telephone 33 in this example, it is good also as a PDA notebook computer etc. Moreover, similarly, although the service provision terminal 15 was used as the KIOSK terminal 335, it is good as the KIOSK terminal installed in street corners, such as a convenience store and FF store, or an automatic vending machine. The service server 11, the mobile terminal 13, and the service provision terminal 15 which are the member card issuance service provision structure-of-a-system element of this operation gestalt are controlled by the control program for realizing each function or actuation explained in the above-mentioned example, respectively.

[0245] [Effect of the Invention] As explained above, a service server holds the information which produced the mobile terminal, the service provision terminal, and the service server by dealings with a mobile terminal and a service provision terminal first in the service provision system concerning this invention constituted in preparation for the 1st, and access of this information by the mobile terminal is enabled. Thereby, in point service, a consumer can check the acquisition point always anywhere using a mobile terminal, and a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers. Therefore, for a user, the high system of convenience can be offered and a service entrepreneur can expect the increase of sales.

[0246] Moreover, by the service provision approach which starts [2nd] this invention, the service provision terminal received data from the mobile terminal, and created the data for service provisions, these created data were transmitted to the service server, and the data which the service server received are registered into the database. Thereby, in point service, a consumer can check the acquisition point always anywhere using a mobile terminal, and a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers.

[0247] Moreover, a point service system is constituted from a mobile terminal, a service provision terminal, and a service server in the 3rd, a service server holds the purchasing information and point information which were produced by dealings with a mobile terminal and a service provision terminal, and access of this information by the mobile terminal is enabled. Thereby, a consumer can check the acquisition point always anywhere using a mobile terminal, and a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers.

[0248] Moreover, by the point service provision approach which starts [4th] this invention, the service provision terminal received member identification information from the mobile terminal, and created purchasing information and point information, these created data were transmitted to the service server, and the service server has registered received data into the database. Thereby, a consumer can check the acquisition point always anywhere using a mobile terminal, and a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers.

[0249] Moreover, the service server held the information which produced the mobile terminal, the service provision terminal, and the service server by dealings with a mobile terminal and a service provision terminal in the service provision system constituted in preparation for the 5th, and this information is transmitted to the mobile terminal. Thereby, in point service, a consumer can check the acquisition point always anywhere using a mobile terminal, and a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers.

[0250] Moreover, by the service provision approach which starts [6th] this invention, the service provision terminal received data from the mobile terminal, and created the data for service provisions, these created data are transmitted to a service server, the data which the service server received were registered into the database, and these data are transmitted to the mobile terminal. Thereby, in point service, a consumer can check the acquisition point always anywhere using a mobile terminal, and a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers.

[0251] Moreover, the point service system was constituted from a mobile terminal, a service provision terminal, and a service server in the 7th, the service server held to it the purchasing information and point information which were produced by dealings with a mobile terminal and a service provision terminal, and such information is transmitted to the mobile terminal. Thereby, a consumer can check the acquisition point always anywhere using a mobile terminal, and a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers.

[0252] Moreover, by the point service provision approach which starts [8th] this invention, the service provision terminal received member identification information from the mobile terminal, and created purchasing information and point information, these created data are transmitted to a service server, the data which the service server received were registered into the database, and these data are transmitted to the mobile terminal. Thereby, a consumer can check the acquisition point always anywhere using a mobile terminal, and a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers.

[0253] Moreover, the service server held the information which produced the mobile terminal, the service provision terminal, and the service server by dealings with a mobile terminal and a service provision terminal in the service provision system constituted in preparation for the 9th, and this information is transmitted to the mobile terminal. Thereby, in point service, a consumer can check the acquisition point always anywhere using a mobile terminal, and a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers.

[0254] Moreover, the service provision terminal received data for the service provision approach which starts [10th] this invention from the mobile terminal, the data for service provisions were created, these created data are transmitted to a service server, the data which the service server received were registered into the database, and these data are transmitted to the mobile terminal. Thereby, in point service, a consumer can check the acquisition point always anywhere using a mobile terminal, and a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers.

[0255] Moreover, the point service system was constituted from a mobile terminal, a service provision terminal, and a service

server in the 11th, the service server held the purchasing information and point information which were produced by dealings with a mobile terminal and a service provision terminal, and such information is transmitted to the mobile terminal. Thereby, a consumer can check the acquisition point always anywhere using a mobile terminal, and a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers.

[0256] Moreover, by the point service provision approach which starts [12th] this invention, the service provision terminal received member identification information from the mobile terminal, and created purchasing information and point information, these created data are transmitted to a service server, the data which the service server received were registered into the database, and these data are transmitted to the mobile terminal. Thereby, a consumer can check the acquisition point always anywhere using a mobile terminal, and a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers.

[0257] Moreover, in the service provision system constituted in preparation for the 13th in the mobile terminal, the service provision terminal, and the service server, a mobile terminal receives the data for dealings from a service server, a service server holds the information produced by dealings with a mobile terminal and a service provision terminal, and access of this information by the mobile terminal is enabled. In coupon service, a service entrepreneur can perform by this sales promotion activities which raise a consumer's attractiveness to consumers, and collection of customer information, and a consumer can check purchasing information always anywhere using a mobile terminal.

[0258] Moreover, by the service provision approach which starts [14th] this invention, the mobile terminal received data from the service server, the service provision terminal received these data from the mobile terminal, and created the data for service provisions, these created data were transmitted to the service server, and the service server has registered the received data into the database. In coupon service, a service entrepreneur can perform by this sales promotion activities which raise a consumer's attractiveness to consumers, and collection of customer information, and a consumer can check purchasing information always anywhere using a mobile terminal.

[0259] Moreover, a coupon service system is constituted from a mobile terminal, a service provision terminal, and a service server in the 15th, a service server holds the purchasing information which the mobile terminal received coupon information from the service server, and produced by dealings with a mobile terminal and a service provision terminal, and access of this purchasing information by the mobile terminal is enabled. Thereby, a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers, and collection of customer information, and a consumer can check purchasing information always anywhere using a mobile terminal.

[0260] Moreover, by the coupon service provision approach which starts [16th] this invention, the mobile terminal received coupon information from the service server, the service provision terminal received member identification information from the mobile terminal, and created purchasing information, these created data are transmitted to a service server, and the data which the service server received are registered into the database. Thereby, a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers, and collection of customer information, and a consumer can check purchasing information always anywhere using a mobile terminal.

[0261] Moreover, in the service provision system constituted in preparation for the 17th in the mobile terminal, the service provision terminal, and the service server, the data for dealings of a mobile terminal were received from the service server, the service server held the information produced by dealings with a mobile terminal and a service provision terminal, and this information is transmitted to the mobile terminal. In coupon service, a service entrepreneur can perform by this sales promotion activities which raise a consumer's attractiveness to consumers, and collection of customer information, and a consumer can check purchasing information always anywhere using a mobile terminal.

[0262] Moreover, by the service provision approach which starts [18th] this invention, a mobile terminal receives data from a service server, the service provision terminal received these data from the mobile terminal, and created the data for service provisions, these created data are transmitted to a service server, and these data are transmitted [data which service server received were registered into database, and] to the mobile terminal. In coupon service, a service entrepreneur can perform by this sales promotion activities which raise a consumer's attractiveness to consumers, and collection of customer information, and a consumer can check purchasing information always anywhere using a mobile terminal.

[0263] Moreover, the coupon service system was constituted from a mobile terminal, a service provision terminal, and a service server in the 19th, the mobile terminal received coupon information from the service server, and the service server held the purchasing information produced by dealings with a mobile terminal and a service provision terminal, and has transmitted this purchasing information to the mobile terminal. Thereby, a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers, and collection of customer information, and a consumer can check purchasing information always anywhere using a mobile terminal.

[0264] Moreover, by the coupon service provision approach which starts [20th] this invention, a mobile terminal receives coupon information from a service server, the service provision terminal received member identification information from the mobile terminal, and created purchasing information, these created data are transmitted to a service server, and these data are transmitted [data which service server received were registered into database, and] to the mobile terminal. Thereby, a service entrepreneur can perform sales promotion activities which raise a consumer's attractiveness to consumers, and collection of customer information, and a consumer can check purchasing information always anywhere using a mobile terminal.

[0265] Moreover, in the service provision system constituted in preparation for the 21st in the mobile terminal, the service provision terminal, and the service server, the mobile terminal received the data for dealings from the service server, and these data are transmitted to the service provision terminal. Thereby, since a service entrepreneur can collect much customer information, prize service becomes realizable.

[0266] Moreover, by the service provision approach concerning this invention, the mobile terminal received data from the service server, and has transmitted [22nd] these data to the service provision terminal. Thereby, since a service entrepreneur can collect much customer information, prize service becomes realizable.

[0267] Moreover, the prize service system was constituted from a mobile terminal, a service provision terminal, and a service server, and the mobile terminal received prize ticket information from the service server to the 23rd, and has transmitted this prize ticket information to the service provision terminal. Thereby, in prize service, a service entrepreneur can collect much

customer information.

[0268] Moreover, by the prize service provision approach of having used the prize ticket for the 24th, the mobile terminal received prize ticket information from the service server, and has transmitted this prize ticket information to the service provision terminal. Thereby, in prize service, a service entrepreneur can collect much customer information.

[0269] Moreover, in the service provision system constituted in preparation for the 25th in the mobile terminal, the service provision terminal, and the service server, the service provision terminal received the data for service provisions from the service server, and created service data from these data for service provisions, and it has transmitted to the mobile terminal.

Thereby, since a service entrepreneur can collect much customer information, member card issuance service becomes realizable. Moreover, a consumer can obtain a member card immediately in the case of membership system service admission.

[0270] Moreover, by the service provision approach concerning this invention, the service provision terminal received the data for service provisions from the service server, and created service data from these data for service provisions, and it has transmitted [26th] to the mobile terminal. Thereby, since a service entrepreneur can collect much customer information, member card issuance service becomes realizable. Moreover, a consumer can obtain a member card immediately in the case of membership system service admission.

[0271] Moreover, the member card issuance service system was constituted from a mobile terminal, a service provision terminal, and a service server, and the service provision terminal received the data for member identification information issuance from the service server to the 27th, created member identification information from these data for member identification information issuance to it, and has transmitted to the mobile terminal. Thereby, in member card issuance service, a service entrepreneur can collect much customer information, and a consumer can obtain a member card immediately in the case of membership system service admission.

[0272] Moreover, by the member card issuance service provision approach for publishing a member card, the service provision terminal received the data for member identification information issuance from the service server to the 28th, and created member identification information from these data for member identification information issuance to it, and it has transmitted to the mobile terminal. Thereby, in member card issuance service, a service entrepreneur can collect much customer information, and a consumer can obtain a member card immediately in the case of membership system service admission.

[0273] Moreover, in the service provision system constituted in preparation for the 29th in the mobile terminal, the service provision terminal, and the service server, the service server received the demand message from the service provision terminal, created service data, and has transmitted to the mobile terminal. Thereby, since a service entrepreneur can collect much customer information, member card issuance service becomes realizable. Moreover, a consumer can obtain a member card immediately in the case of membership system service admission.

[0274] Moreover, by the service provision approach concerning this invention, the service server received the demand message from the service provision terminal, created service data, and has transmitted [30th] to the mobile terminal. Thereby, since a service entrepreneur can collect much customer information, member card issuance service becomes realizable. Moreover, a consumer can obtain a member card immediately in the case of membership system service admission.

[0275] Moreover, the member card issuance service system was constituted from a mobile terminal, a service provision terminal, and a service server, and the service server received the demand message from the service provision terminal to the 31st, created member identification information to it, and has transmitted to the mobile terminal. Thereby, in member card issuance service, a service entrepreneur can collect much customer information, and a consumer can obtain a member card immediately in the case of membership system service admission.

[0276] Furthermore, by the member card issuance service provision approach for publishing a member card, the service server received the demand message from the service provision terminal to the 32nd, created member identification information to it, and has transmitted to the mobile terminal. Thereby, in member card issuance service, a service entrepreneur can collect much customer information, and a consumer can obtain a member card immediately in the case of membership system service admission.

[Translation done.]

DESCRIPTION OF DRAWINGS

[Brief Description of the Drawings]

[Drawing 1] It is the block block diagram showing the point service provision system which is the 1st operation gestalt of this invention.

[Drawing 2] It is the block block diagram showing one mode of the point service provision system which is the 1st operation gestalt of this invention.

[Drawing 3] It is the block block diagram showing the 1st example of the point service provision system which is the 1st operation gestalt of this invention.

[Drawing 4] It is the block diagram of (a) service server in the 1st example of the point service provision system which is the 1st operation gestalt of this invention, and the (b) POS terminal.

[Drawing 5] It is the block diagram of the purchasing information database in the 1st example of the point service provision system which is the 1st operation gestalt of this invention.

[Drawing 6] It is the block diagram of the goods information database in the 1st example of the point service provision system which is the 1st operation gestalt of this invention.

[Drawing 7] It is the block diagram of the advertising information database in the 1st example of the point service provision system which is the 1st operation gestalt of this invention.

[Drawing 8] It is message flow drawing in the 1st example of the point service provision system which is the 1st operation gestalt of this invention.

[Drawing 9] It is the block block diagram showing the 2nd example of the point service provision system which is the 1st operation gestalt of this invention.

[Drawing 10] It is the block diagram of (a) service server in the 2nd example of the point service provision system which is the 1st operation gestalt of this invention, and the (b) POS terminal.

[Drawing 11] It is message flow drawing in the 2nd example of the point service provision system which is the 1st operation gestalt of this invention.

[Drawing 12] It is the block block diagram showing the 3rd example of the point service provision system which is the 1st operation gestalt of this invention.

[Drawing 13] It is the block diagram of the portable telephone in the 3rd example of the point service provision system which is the 1st operation gestalt of this invention.

[Drawing 14] It is message flow drawing in the 3rd example of the point service provision system which is the 1st operation gestalt of this invention.

[Drawing 15] It is the block block diagram showing the coupon service provision system which is the 2nd operation gestalt of this invention.

[Drawing 16] It is the block block diagram showing one mode of the coupon service provision system which is the 2nd operation gestalt of this invention.

[Drawing 17] It is the block block diagram showing the 1st example of the coupon service provision system which is the 2nd operation gestalt of this invention.

[Drawing 18] It is the block diagram of (a) service server in the 1st example of the coupon service provision system which is the 2nd operation gestalt of this invention, and the (b) POS terminal.

[Drawing 19] It is the block diagram of the coupon information database in the 1st example of the coupon service provision system which is the 2nd operation gestalt of this invention.

[Drawing 20] It is message flow drawing in the 1st example of the coupon service provision system which is the 2nd operation gestalt of this invention.

[Drawing 21] It is the block block diagram showing the 2nd example of the coupon service provision system which is the 2nd operation gestalt of this invention.

[Drawing 22] It is the block diagram of (a) service server in the 2nd example of the coupon service provision system which is the 2nd operation gestalt of this invention, and the (b) POS terminal.

[Drawing 23] It is message flow drawing in the 2nd example of the coupon service provision system which is the 2nd operation gestalt of this invention.

[Drawing 24] It is the block block diagram showing the prize service provision system which is the 3rd operation gestalt of this invention.

[Drawing 25] It is the block block diagram showing one mode of the prize service provision system which is the 3rd operation gestalt of this invention.

[Drawing 26] It is the block block diagram showing the 1st example of the prize service provision system which is the 3rd operation gestalt of this invention.

[Drawing 27] It is the block diagram of (a) service server in the 1st example of the prize service provision system which is the 3rd operation gestalt of this invention, and the (b) POS terminal.

[Drawing 28] It is the block diagram of the personal data base in the 1st example of the prize service provision system which is the 3rd operation gestalt of this invention.

[Drawing 29] It is message flow drawing in the 1st example of the prize service provision system which is the 3rd operation gestalt of this invention.

[Drawing 30] It is the block block diagram showing the 2nd example of the prize service provision system which is the 3rd operation gestalt of this invention.

[Drawing 31] It is message flow drawing in the 2nd example of the prize service provision system which is the 3rd operation gestalt of this invention.

[Drawing 32] It is the block block diagram showing the member card issuance service provision system which is the 4th operation gestalt of this invention.

[Drawing 33] It is the block block diagram showing one mode of the member card issuance service provision system which is the 4th operation gestalt of this invention.

[Drawing 34] It is the block block diagram showing other modes of the member card issuance service provision system which is the 4th operation gestalt of this invention.

[Drawing 35] It is the block block diagram showing the 1st example of the member card issuance service provision system which is the 4th operation gestalt of this invention.

[Drawing 36] It is the block diagram of (a) service server in the 1st example of the member card issuance service provision system which is the 4th operation gestalt of this invention, and (b) KIOSK terminal.

[Drawing 37] It is message flow drawing in the 1st example of the member card issuance service provision system which is the 4th operation gestalt of this invention.

[Drawing 38] It is the block block diagram showing the 2nd example of the member card issuance service provision system which is the 4th operation gestalt of this invention.

[Drawing 39] It is the block diagram of (a) service server in the 2nd example of the member card issuance service provision system which is the 4th operation gestalt of this invention.

[Drawing 40] It is message flow drawing in the 2nd example of the member card issuance service provision system which is the 4th operation gestalt of this invention.

[Drawing 41] It is the explanatory view showing the conventional point service system which used the magnetic card etc.

[Drawing 42] It is the explanatory view showing the conventional coupon service system.

[Description of Notations]

11, 31, 71, 151, 191, 241, 331, 361 Service server

13 Mobile Terminal

15 Service Provision Terminal

33, 103 Portable telephone

35 75, 155, 195, 245 POS terminal

41 Purchasing Information Management Means

41a Purchasing information database

41b Purchasing information table

42 Goods Information Management Means

42a Goods information database

42b Goods information table

43 Member Page Management Tool

44 Advertising Information Management Means

44a Advertising information database

44b Advertising information table

45 Customer Information Analysis Means

46 Point Calculation Means

81 Member Card Renewal Means

161 Electronic Coupon Issuance Means

162 Coupon Distribution Means

163 Coupon Information Management Means

164 Coupon Processing Means

171 Coupon Information Database

171a Coupon information table

201 Another Coupon Distribution Means

251 Electronic Prize Ticket Issuance Means

252 Individual Humanity News Management Tool

253 Prize Means

254 Prize Ticket Verification Means

261 Personal Data Base

261a Individual humanity news table

335, 365 KIOSK terminal

341 Electronic Member Card Issuance Means